



THE KPI'S THAT DRIVE HIGH PERFORMANCE LENDING



JUST A FEW SIMPLE METRICS

Guides your staffing model

Helps you identify gaps and
bottlenecks in your process

Informs your decisions around
new technologies

DRIVE STRATEGY!



**THE DIFFERENCE
BETWEEN LENDING...**

**& PROFITABLE
LENDING.**

**GAIN MARKET SHARE,
DRIVE HIGHER VOLUME,
IMPROVE YOUR TEAM'S
PRODUCTIVITY, CLOSE
LOANS FASTER WITH LESS
FRUSTRATION AND FOR
LESS, AND ULTIMATELY
PROVIDE A FRICTIONLESS
BORROWER EXPERIENCE
THAT GETS THEM IN THEIR
HOMES FASTER**





KPI #1 BORROWER SHARE

Measures how many of your total retail clients are also borrowing from you.



**2019 MC CLIENT
BENCHMARKING RESULTS**
**BORROWER
SHARE**

**.12 –
2.6%**

**BENCHMARKING
STUDY RANGE**

.93%
**BENCHMARKING
STUDY TOP
QUARTILE**



.85%

**BENCHMARKING
STUDY AVERAGE**





CASE STUDY

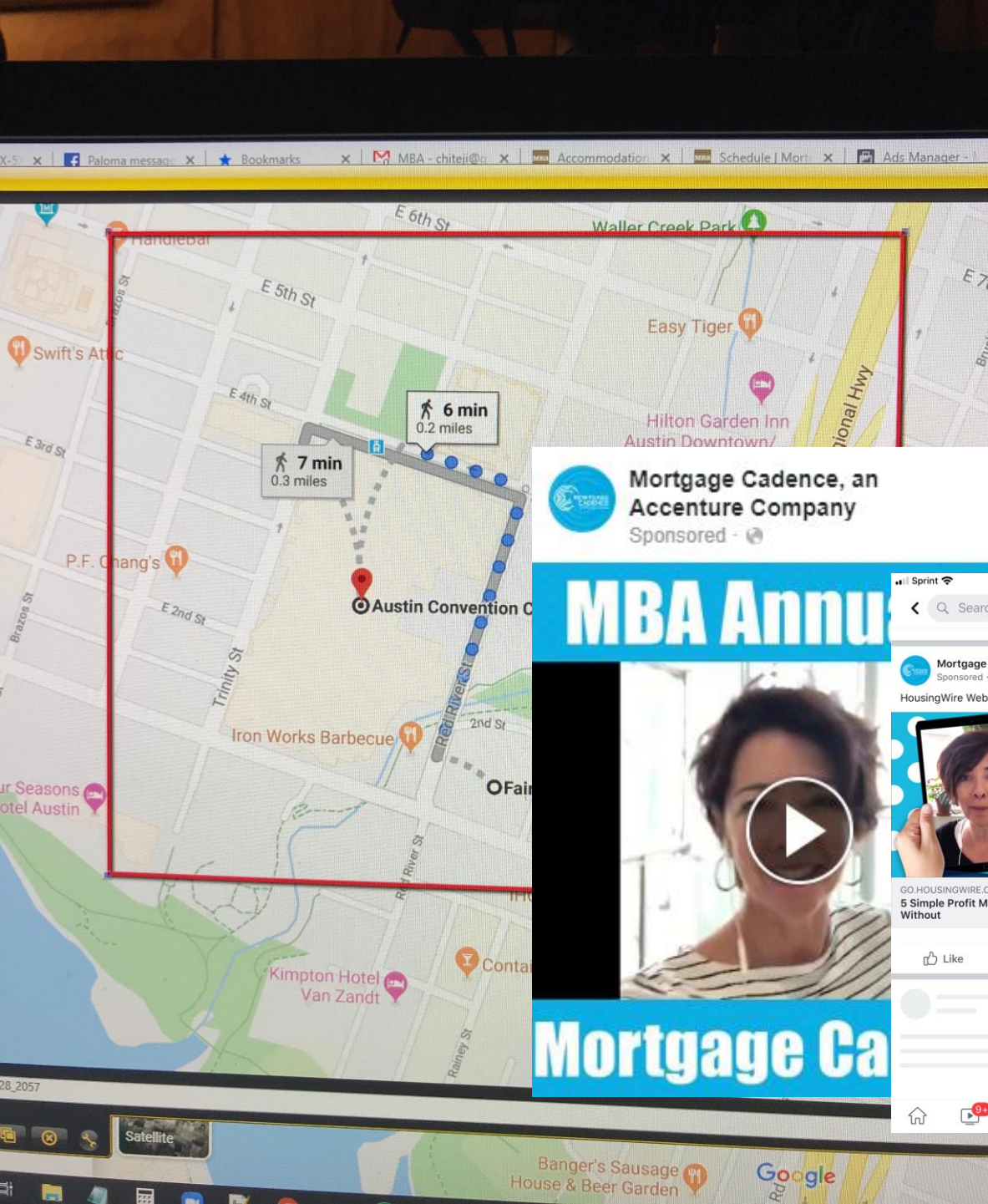
Objective: Grow Borrower Share by targeting retail clients

- **June \$33m in closing *record breaking month**
- **July \$42m in closing *record breaking month**
- **August broke July's record**
- **They met their annual sales goal at the end of August**
- **Loan pipeline grew 122%**

FB AD STRATEGY

Objective: Reach

- **912 individuals watched the video**
- **912 FB ID's captured for remarketing**
- **\$355 ad spend**
- **\$.36 pp**
- **Webinar Ad 826 people**



KPI #2

PULL THROUGH

Measures how many loans applications that were submitted, actually closed

2019 MC CLIENT BENCHMARKING RESULTS

PULL THROUGH

28-

85%

BENCHMARKING STUDY RANGE

54%

BENCHMARKING STUDY TOP QUARTILE



48%

BENCHMARKING STUDY AVERAGE



ACKNOWLEDGEMENT

Lenders who took over 24 hours to acknowledge receipt of the online application.

29%

-10%

Decrease in customer satisfaction when initial acknowledgment of the application took over 24 hours.

CLARITY

14%

Didn't understand the process of getting a loan



29%
FTHB

23%
(25-29)

17%
LOWER
INCOME

PERSONALIZED

29%

Who applied online would have liked to have met with their lender in person.



44%
FTHB

41%
(25-29)

53%
(18-24)

HIGH PERFORMANCE LENDERS



Phone immediately to acknowledge receipt and begin rapport building



Keep the borrower informed with where they are on the journey



Leverage email automation



Manage expectations

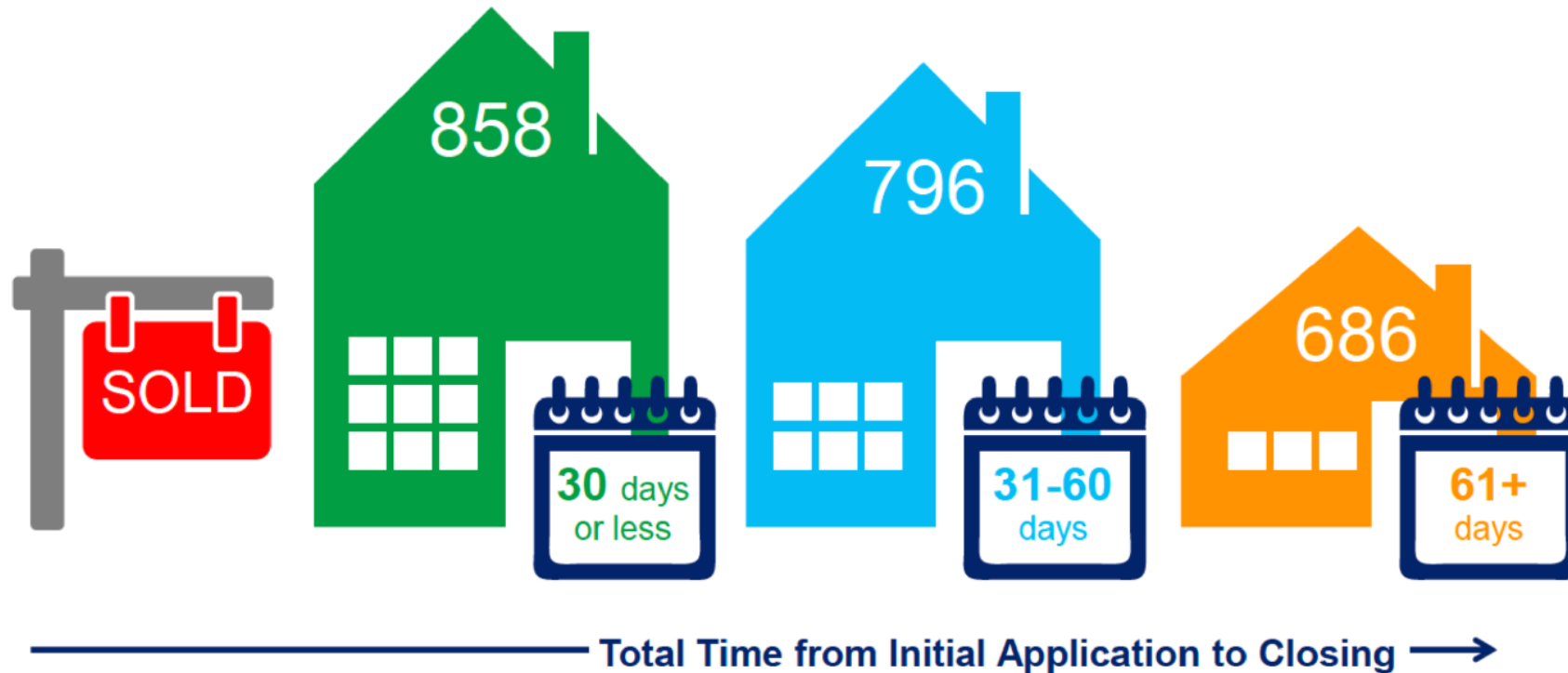
KPI #3 VELOCITY

Measures how fast your
team are closing loans

The JD Power Study on US Primary Mortgage Origination Satisfaction underscores the correlation that the longer the process lasts, the more customer satisfaction declines.

Highlight from JD Power's US Primary Mortgage Origination Satisfaction Study

Overall satisfaction based on a 1,000-point scale





Quick Close Guarantee Conquers Competition

You have to be clever to compete in a high priced, low inventory market. This high performer markets to RE agents who are looking to get their buyers into their homes faster. Only great people, process and the optimization of great technology makes this an unbeatable combination.

13 day close

Monthly average of 35 days*
(*for purchase loans)

**2019 MC CLIENT
BENCHMARKING RESULTS**

VELOCITY

**32 –
100** DAYS
BENCHMARKING
STUDY RANGE

42 DAYS
BENCHMARKING
STUDY TOP
QUARTILE



64 DAYS
BENCHMARKING
STUDY AVERAGE



KPI #4

COST-TO-CLOSE

A calculation that assesses all of the operational costs that go into closing a loan.

DECOMPOSING EXPENSES FOR US MORTGAGE LENDERS

PERSONNEL

- Sales
- Fulfillment
- Product support
- Management/directors
- Benefits

OCCUPANCY & EQUIPMENT

IT RELATED

ONGOING & PROFESSIONAL FEES

OTHER OPEX

CORPORATE ALLOCATION

**>50% OF
CTC IS
LABOR!**

2019 MC CLIENT BENCHMARKING RESULTS

COST-TO-CLOSE

\$1.5k - \$18k

BENCHMARKING STUDY RANGE

\$3,261

BENCHMARKING STUDY TOP QUARTILE



\$5,643

BENCHMARKING STUDY AVERAGE



KPI #5 **PRODUCTIVITY**

The number of loans a team closes in any given month.

**2019 MC CLIENT BENCHMARKING
RESULTS**

PRODUCTIVITY

**.83-
10**

**BENCHMARKING
STUDY RANGE**

4.12
**BENCHMARKING
STUDY TOP
QUARTILE**



3.33

**BENCHMARKING
STUDY AVERAGE**



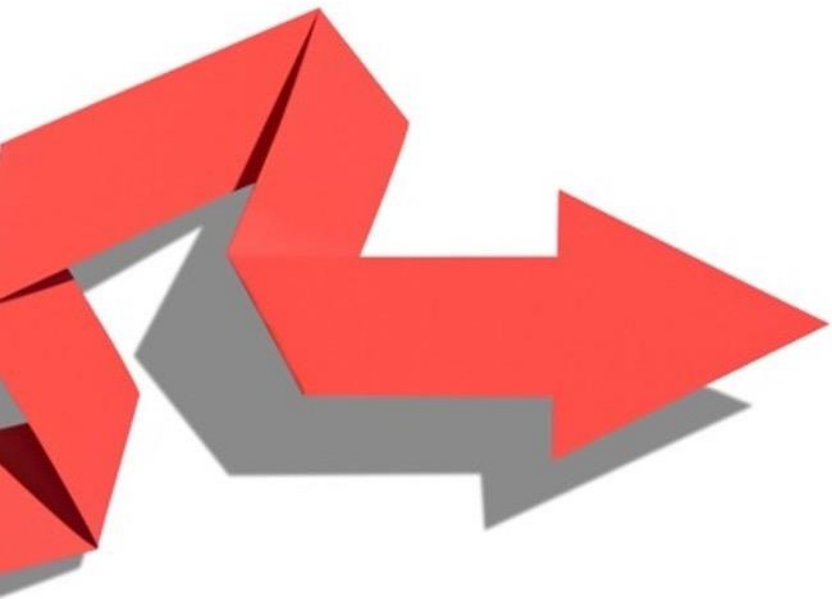
**HIGH
PERFORMANCE
LEADERS**

**TRACK LABOR
COSTS AGAINST
VOLUME**



**HIRE PEOPLE-
PEOPLE, CROSS
TRAIN & CREATE AN
IRRESISTIBLE
CULTURE**

**DEFINE &
COMMUNICATE
STRATEGIC GOALS**



OBSESS ON PRODUCTIVITY

**PRODUCTIVITY IS THE
ONLY WAY TO CONTROL
COST-TO-CLOSE**

**CONSISTENTLY HIGH
PRODUCTIVITY LEADS
TO CONSISTENTLY HIGH
BORROWER SHARE**

**GET YOUR
REPORT TODAY!**

HEYTHERE@MORTGAGECADENCE.COM

SUBJECT LINE: KPI REPORT PLEASE

**QUESTIONS
COMMENTS
DIVINE REVELATIONS**





THANK YOU

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