

TMC LENDER MEMBERS GET MONTHLY COMPETITIVE ANALYSIS WITH FREE BENCHMARK PLATFORM POWERED BY LBA WARE

THE CHALLENGE

In 2017, TMC introduced a benchmarking tool that enabled participating lenders to compare their performance against that of other TMC lender members. Developed with lender input, the initial program (“Benchmark 1.0”) collected 48 production, operational, staffing and execution data points. In return for sharing these data points, participants received a customized report comparing their performance against the overall performance of the other members.

Whereas other industry performance benchmarks are often published quarterly or annually, Benchmark 1.0 delivered the report on a monthly basis, making it the most frequent competitive analysis available.

While lender members enthusiastically supported the vision behind Benchmark 1.0, the technology itself was rudimentary, making data submission error prone and reporting laborious for both lender members and TMC.

Another usability hurdle of Benchmark 1.0 was it treated all participants equally. Small independent mortgage banks were comparing its production head-to-head with retail banks and major national lenders instead of companies of a similar size, structure or sales channels. As a result, large lenders were reluctant to participate out of concern for skewing the numbers.

About a year into Benchmark 1.0, TMC leadership realized it needed an enhanced solution that made it easier for lenders to submit data each month and provided more efficient delivery of the monthly reports.

THE SOLUTION

Hearing members discuss the benefits and challenges of Benchmark 1.0 piqued the interest of Lori Brewer, founder and CEO of LBA Ware™, a TMC preferred partner. As the provider of CompenSafe™, the only mortgage industry-specific automated incentive compensation and sales performance management platform, LBA Ware had made a name for itself as a technology firm dedicated to channeling cascades of mortgage data to solve lenders’ most pressing business challenges.



THE MORTGAGE COLLABORATIVE

Based in San Diego, The Mortgage Collaborative (TMC) is a consortium of independent mortgage lenders that was founded in 2013. The cooperative empowers its 171 member banks, credit unions and independent mortgage companies with better financial execution, reduced costs, enhanced expertise, improved compliance and better access to the dynamic American consumer base.

CHALLENGE

Needed a more robust benchmarking platform that made it easier for lender members to submit data each month and provided enhanced data visualizations.

BENEFITS

- Frequent competitive analysis with monthly benchmark report
- Centralized platform for lender members to interact with data and create custom reports
- Improved data submission process
- Three-month trending data
- Free for TMC lender members

After discussing the pain points of Benchmark 1.0 with TMC leadership and participating members, Brewer felt confident that LBA Ware could address the program's usability challenges. Brewer took swift action to engage LBA Ware in building Benchmark 2.0. The LBA Ware team rewrote the system to be more scalable, supporting broader adoption, and created a centralized platform for lender members to interact with the data and draw more meaningful insights.

THE RESULTS

Easier Data Submission

To improve the arduous data submission process, Benchmark 2.0 now offers users three ways to submit data each month.

They can:

1. Fill out a submission form on the Benchmark website
2. Upload a .csv file, or
3. Have data automatically pulled from their LOS and CompenSafe*

"I've established reports in our LOS that I run to pull most of the data, and I set time in my calendar to get it done each month. It doesn't take long at all — about 30 minutes," said Helene Dimitroff, FVP of process design and automation for Michigan-based Independent Bank. "It's very simple to submit data."

In addition, the new on-demand reporting has saved TMC administrators countless hours they used to spend cleaning up lender data and manually generating, downloading and emailing individual PDF reports to participants each month.

Better Insights

Benchmark 2.0's enhanced functionality gives lenders far more control over how data is compared. Lenders can now choose to filter the dashboards by company type, channel or annual volume, allowing them to draw performance comparisons against organizations of similar size and structure.

"I like to look at the average number of units by position and see how we compare across our competitive set," said Patrick Ervin, EVP at Independent Bank. "The three-month trending data allows us to see how these figures change during very busy or very slow times and how we're scaling compared to others."

"Being able to compare our performance against peers has been illuminating," said Dan Biebel, VP of mortgage and consumer loan processing for Wisconsin-based Nicolet National Bank. "I would encourage all TMC lenders members to start participating. "It's not only the metrics themselves that are of value, but also the relationships you develop as part of a group that shares feedback on operations-related topics."

"THE MONTHLY REPORT LETS LENDERS SEE HOW THEY ARE PERFORMING IN RELATION TO THEIR PEERS, DIFFERENTIATE THEMSELVES BASED ON THEIR STRENGTHS & PROACTIVELY ADDRESS LETHARGIC PERFORMANCE AT AN EARLY STAGE. WITH THE MARKET CONSTANTLY CHANGING, YOU'VE GOT TO LOOK AT WHAT'S HAPPENING NOW, NOT WHAT HAPPENED NINE OR TWELVE MONTHS AGO."

Jim Park,
CEO and Founder
The Mortgage Collaborative

*LBA Ware clients only

Reporting on Demand

Benchmark 2.0 continues to evolve with participant input and has drawn rave reviews from TMC’s lender members.

“We’ve heard from bank and credit union members who distribute Benchmark reports to their CEOs as part of their monthly management meetings,” said Jim Park, CEO and founder at TMC. “They’re able to showcase how their mortgage operations are performing in relation to their peers, differentiate themselves based on their strengths and proactively address lethargic performance at an early stage.”

“The new executive summary has also been especially well received by our depository members,” added Park. “CEOs of banks and credit unions are not necessarily mortgage experts, so the executive summary helps provide them with context as they review and respond to their mortgage lending departments’ performance.”

“We use the reporting to educate other people in the bank that are not familiar with mortgage on the type of business we run and how we compete,” confirmed Patrick Ervin, EVP at Independent Bank. “Third-party data substantiates that we are running a lean, profitable organization.”

Benchmark Report

