



Super Session: Referral Marketing

Moderator: Amy Mahar, TPO Strategist

Panelists:

Jim Anderson, CMO Stearns Lending

Raymond Bartreau, Founder and SVP of Consumer Finance at Best Rate Referrals

Dustin Brohm, Host of Massive Agent Podcast & Industry Connected

Leigh Brown, CEO of Leigh Brown & Associates

Jorge Davila, VP of Sales at Flagstar

Mike Eshelman, Head of Consumer Finance at Jornaya

Grant Moon, CEO and Founder of Home Captain

PLAY TO WIN

#HWengage

engage.marketing
by HousingWire



Mike Eshelman

HEAD OF CONSUMER FINANCE

Behavioral Data is Powering Smarter Interactions With Customers and Prospects



REPEAT BUSINESS IS DROPPING

Fewer borrowers are going back to the same mortgage company when it's time to refinance or buy a new home



Source: Black Knight

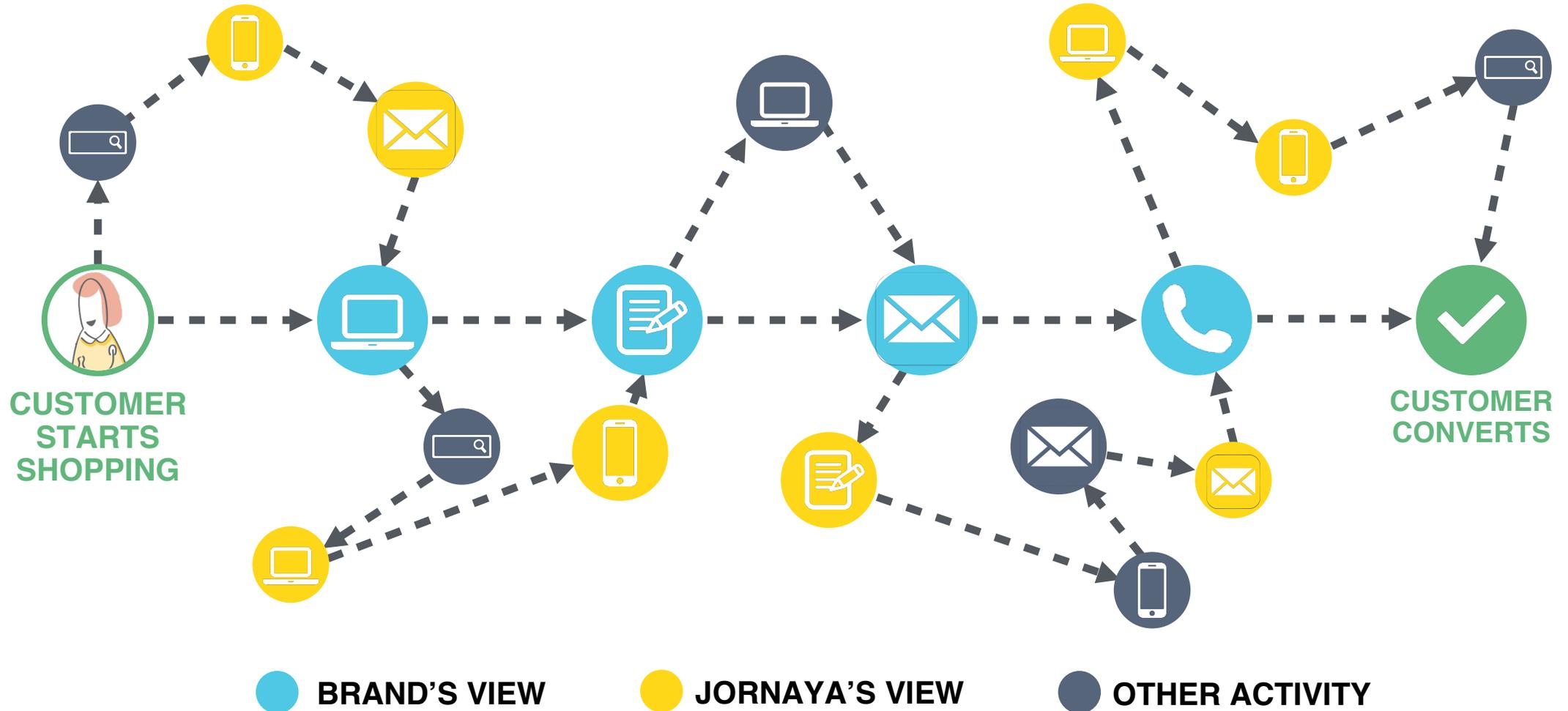
WHY IS HOME PURCHASE SO HARD?

There has been a fight happening to influence the consumer at the top of the funnel



SOURCE: Jornaya 2018

THE TYPICAL MAJOR-LIFE PURCHASE MARKETER ONLY SEES PART OF THE CUSTOMER JOURNEY



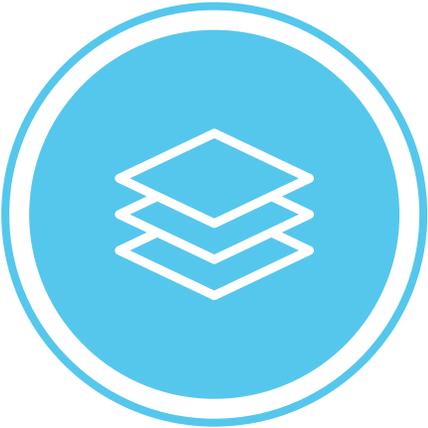
JORNAYA'S EXTENSIVE NETWORK



ENGAGEMENTS

200MM+

MAJOR-LIFE
PURCHASE JOURNEYS
MONTHLY



DOMAINS

30,000+

RUNNING JORNAYA
CODE



PUBLISHERS

600+

IN THE JORNAYA
NETWORK



CLIENTS

100+

WORKING WITH
JORNAYA

TIMING THE CUSTOMER JOURNEY



95%

START MORTGAGE & REAL ESTATE RESEARCH ONLINE

88%

SELECT THE FIRST OR SECOND LENDER THEY SPEAK WITH

SOURCE: EllieMae & Jornaya 2018

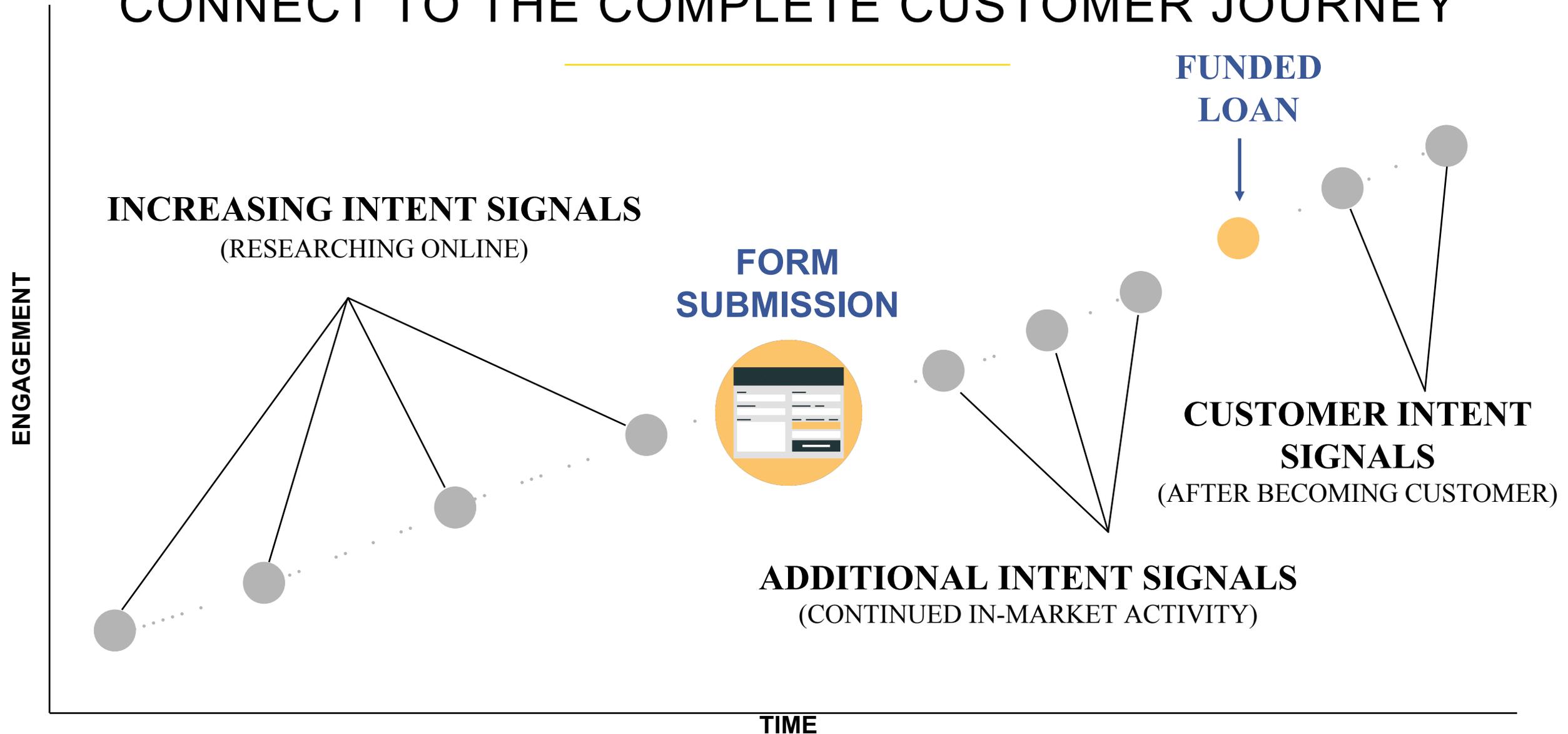
ON AVERAGE...

10% OF WEBSITE VISITORS
COMPLETE AN ONLINE
LEAD FORM

WHAT HAPPENS TO THE **OTHER 90%?**

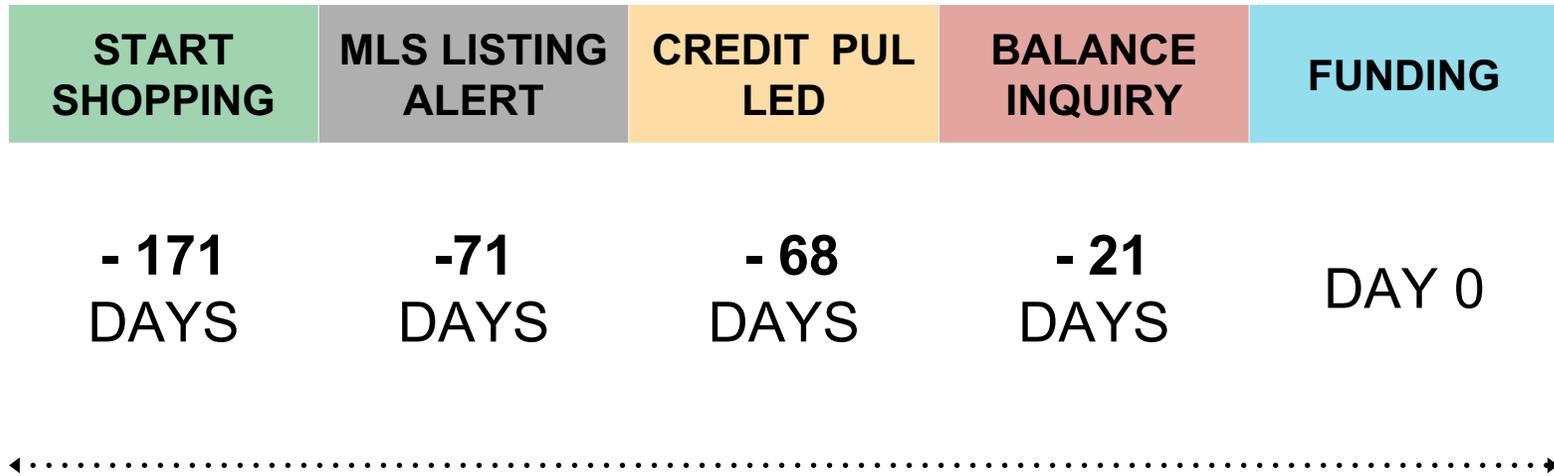
THESE ARE **CONSUMERS** DISPLAYING
VALUABLE SHOPPING INTENT

CONNECT TO THE COMPLETE CUSTOMER JOURNEY



HOW EARLY DO WE SEE ACTIVITY?

ACTIVATE SIGNAL



(CLIENT ANALYSIS: MEDIAN DAYS PRIOR TO FUNDING)

YOUR VALUABLE BEHAVIORAL INDICATORS



Increased rate of visits and extended periods of time spent on your website



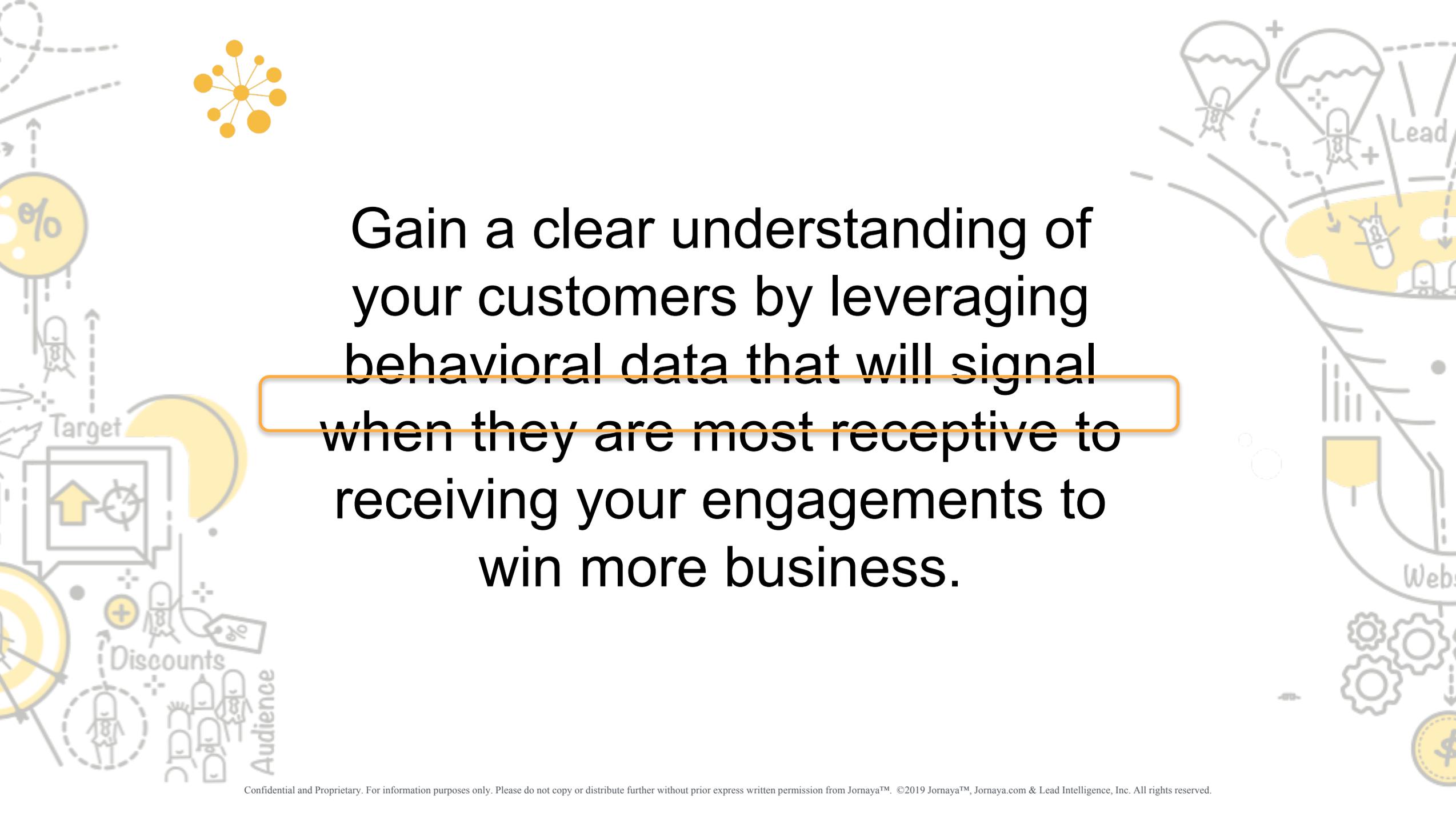
Increased rate of email opens and interactions with the call to action



Calls (including missed calls) to ask questions about a mortgage



Gain a clear understanding of your customers by leveraging behavioral data that will signal when they are most receptive to receiving your engagements to win more business.



JORNAYA™

MIKE ESHELMAN
HEAD OF CONSUMER FINANCE

MEHELMAN@JORNAYA.COM

Today's Presenter : Raymond Bartreau

- 15+ Years of Mortgage & Direct Marketing Experience
- Founder of Best Rate Referrals
- Inc. 5000 Hall of Fame
- HousingWire Insiders Award
- NMP Magazine 40 Under 40 List
- MPA Hot 100 List



How We Help You Win

- Excellent loan lead consistency & exceptional service.
- Programs designed and delivered to efficiently meet your business objectives.
- DMS Consumer Finance provides an unparalleled one-stop platform for performance marketing.

We Specialize In:

- Mortgage internet leads
- Live agent transfers
- Direct mail campaigns
- Aged internet leads



DMS Consumer Finance

Providing high-touch service to connect consumer finance lenders with the right borrowers at the right time

- Drives 45K+ high intent leads via O&O site Mortgageadvisor.com
- Operates US based call center generating 500+ live transfers per day
- Multi-channel marketing specialists offering:
 - Email, SMS and avatar messaging
 - Audience segmentation
 - Paid and earned media
 - Marketing Analytics
 - SEO & Content Generation
 - Compliance Monitoring



Supported by Marketing
Powerhouse Enterprise
Digital Media Solutions

3 Tips To Spark Your Business & Fill Your Pipeline

1. Implement lead gen to fuel referrals
2. Mine the gold in your data base
3. Never turn off, you can't do more with less



BONUS TIP: #4

Create listings and become king!

- Equity surges are fueling the market and consumer sentiments
- Be proactive in your communications and marketing
- Deploy a strategy that combines a digital and physical presence



FACT: 10% Of All DMS Call Leads Are Listings

Out of our 500 live transfers per day:

- 350 are refinance
- 100 are purchase
- 50 are listings

Raymond Bartreau

Cell: 702-205-0502

Raymond@bestratereferrals.com



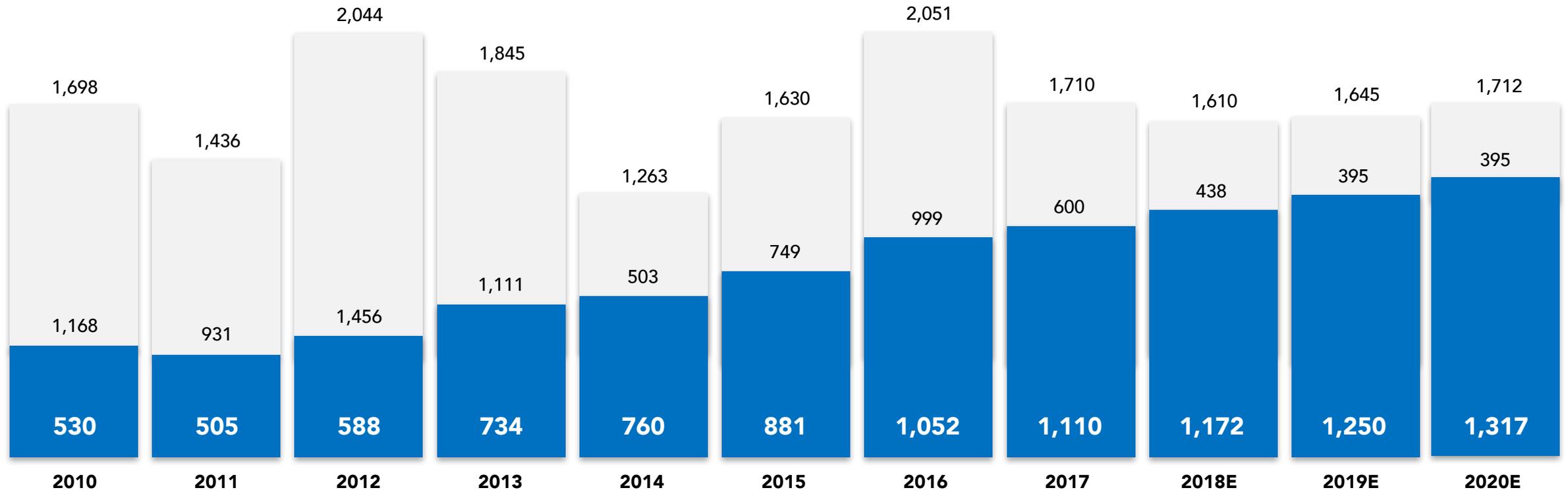
Engage. Marketing attendees receive 10% off any aged leads or any re-engagement efforts with Best Rate Referrals

Purchase Originations

2010 to 2020

Source:
Mortgage Bankers Association
March 2018

Purchase Volume (\$B) Refinance Volume (\$B)

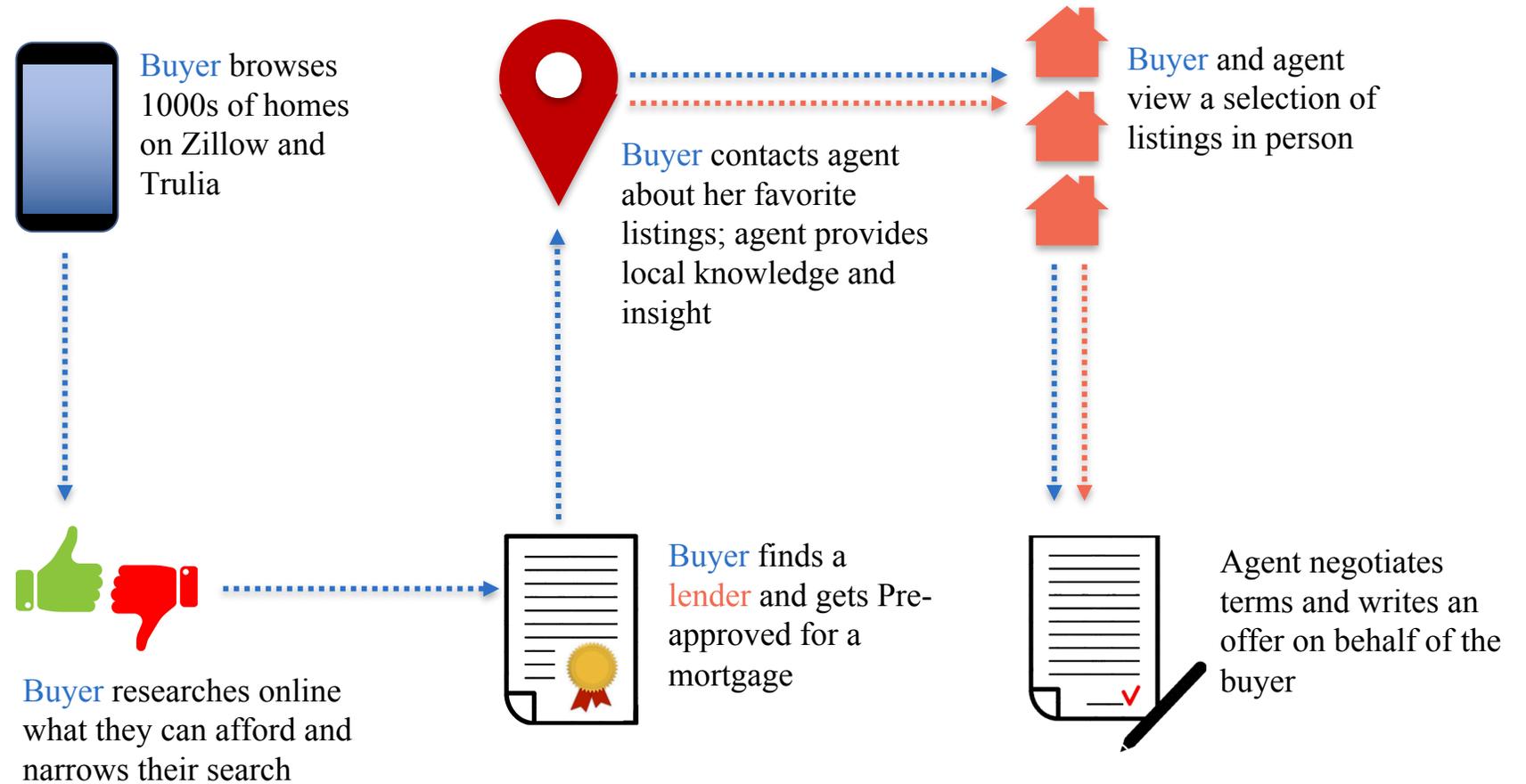


The Big Squeeze!



Realtor Disruption Lender's Early Role

Today: More than
75%
of Zillow Group's
Mortgage
Contacts are
Pre-Realtor



Agent still plays a vital role, but later in the process



Lenders are Experiencing Other Headwinds

REAL ESTATE COMPANIES ARE GETTING INTO MORTGAGE

REDFIN AND OUR CEO

Redfin Launches Mortgage Business

Written by [Ali Kramer](#) on January 26, 2017

Direct homebuyer Opendoor getting into mortgage business

Piloting mortgage lending program in Phoenix

August 30, 2017 [Ben Lane](#)

Zillow is now officially in the mortgage business

Is "Zillow Mortgage" coming soon?

November 1, 2018 [Kelsey Ramirez](#)

Servicers not providing enough 'wow factor' to keep borrowers loyal

Published

February 27 2019, 1:56pm EST

KELLERMortgage™
Save **Thousands** of Dollars
on your next home loan.

Low Inventory has Created **Massive Growth** in
New Home Builders that also Offer Mortgage

January 10, 2019

RE/MAX Holdings, Inc. Launches Motto Mortgage

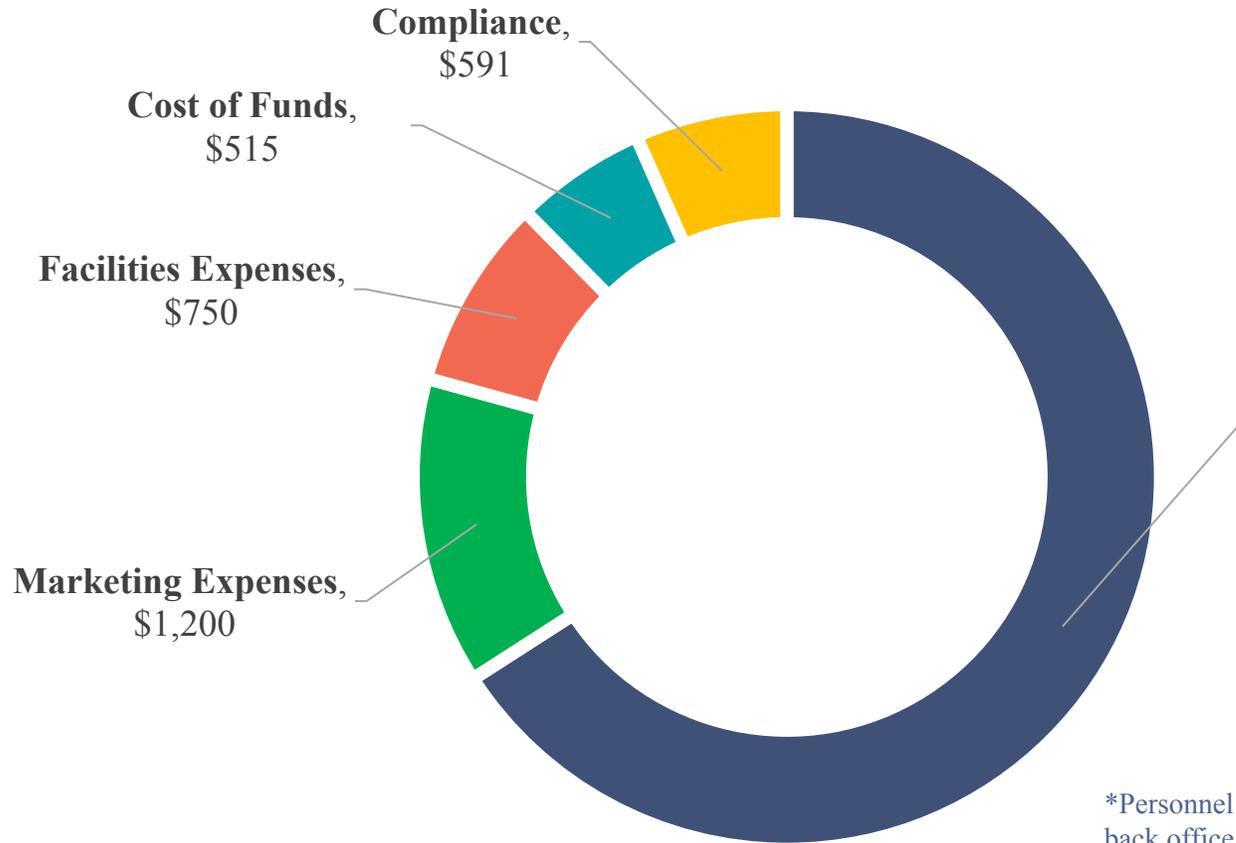
Franchisor to Give Consumers More Choice When Obtaining a Mortgage

October 25, 2016



Where Lenders are Losing Their Profitability

LENDERS ARE FACING SKYROCKETING COST PER FUNDED LOAN



Total Revenue	\$8,839
(-) Total Cost	\$8,957
Earnings per Loan	-\$118

Personnel Expenses*,
\$5,899

*Personnel Expenses include salary, benefits, staff compensation for both front and back office.

(National Mortgage News, 2017)

<https://www.nationalmortgagenews.com/news/mortgage-lenders-keep-compensation-costs-in-check-without-hurting-sales>

<https://www.nationalmortgagenews.com/news/mortgage-lead-generation-costs-soar-with-call-center-originations>

<https://www.nationalmortgagenews.com/news/mortgage-lenders-tap-their-market-know-how-to-save-money-on-facilities>

<https://www.nationalmortgagenews.com/news/lenders-can-only-cut-nickels-and-dimes-from-rising-warehouse-line-costs>

<https://www.nationalmortgagenews.com/news/how-mortgage-lenders-are-saving-money-on-compliance-costs>



Current Customer Journey

Customer completes online application

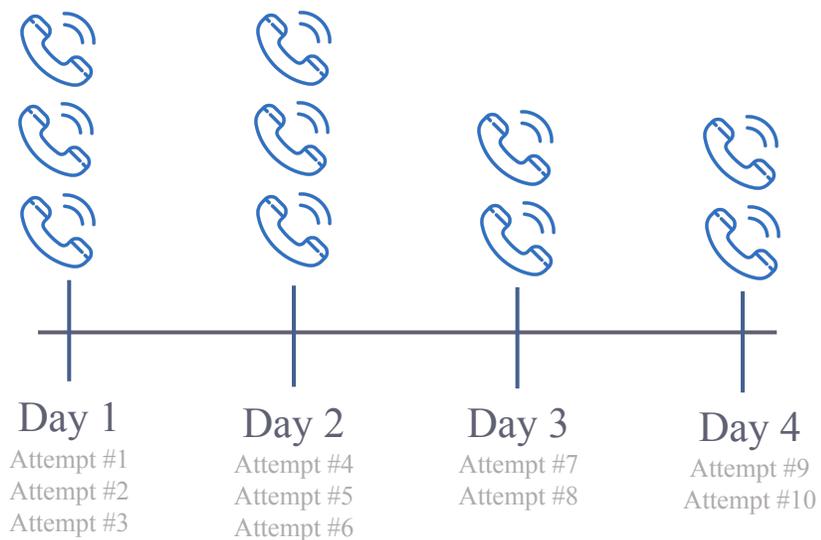
1. 10 contact attempts are made by the lender
2. Nurture campaign of emails, direct mailer, etc. in perpetuity

Conclusion

Leads with no or negative responses are deemed not serviceable.

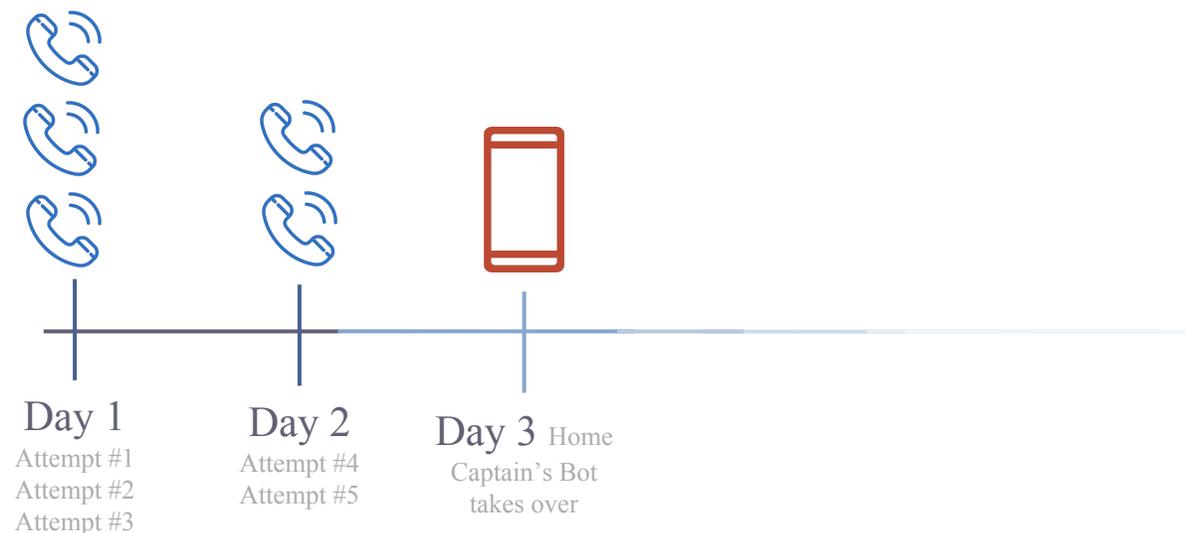


Customer Journey: Contact attempts



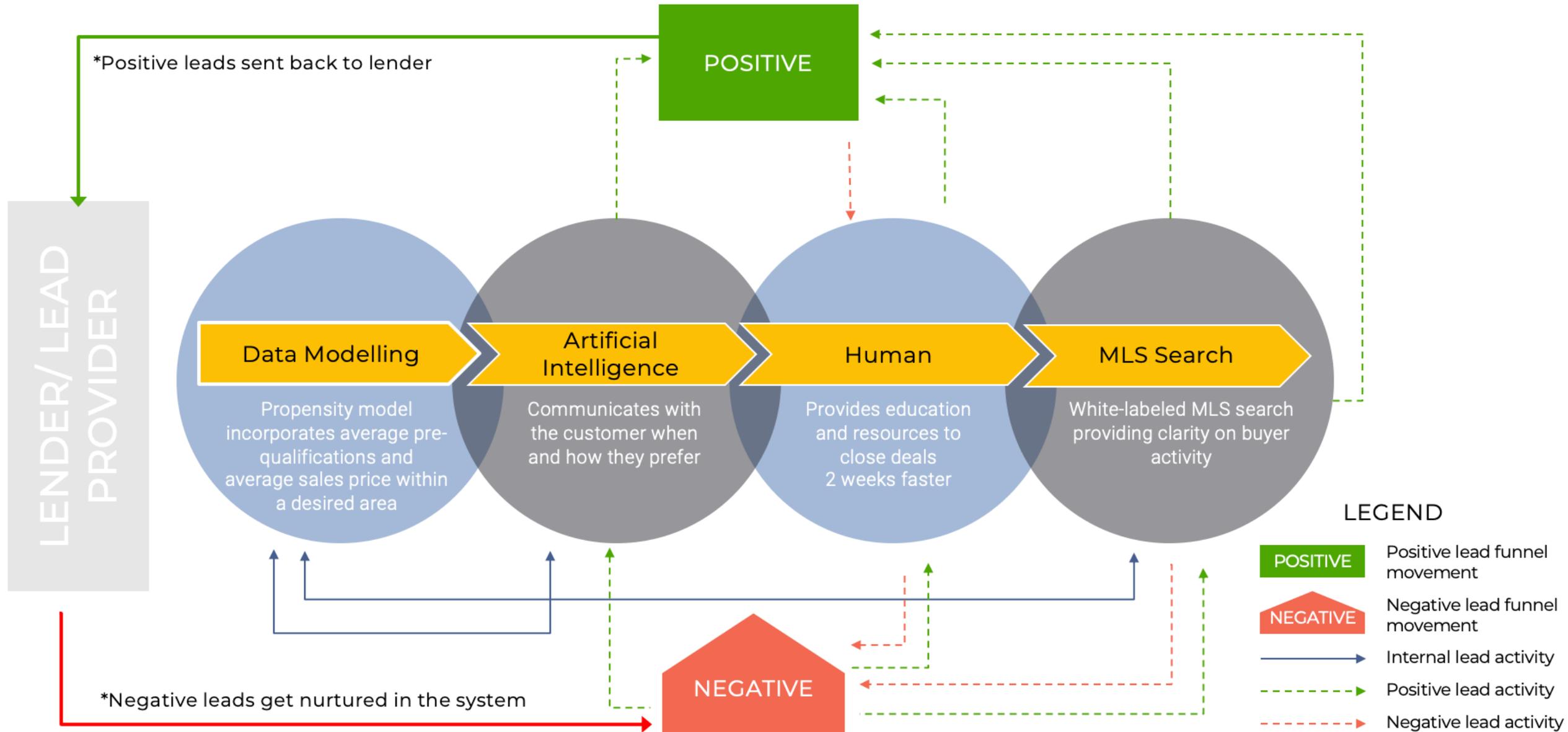
10 Attempts by Lender ~ 20 mins

versus



5 Attempts by Lender ~ 10 mins

A Technology and Human-Centric Ecosystem Addresses the Issue



End-to-End Purchase Management Solutions for Lenders

Home Captain Concierge

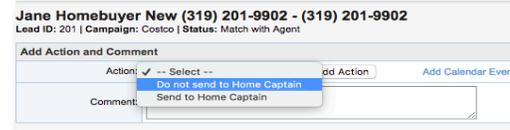


Inform Loan Officer

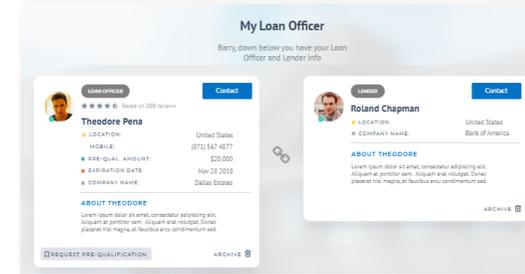
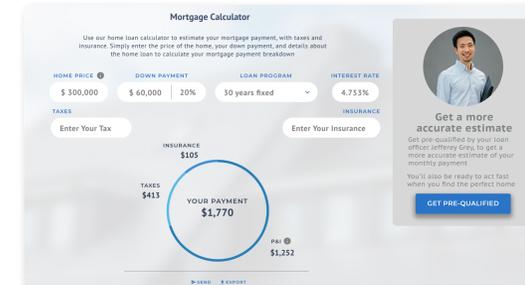
Interface with Realtor®

Educate Homebuyers

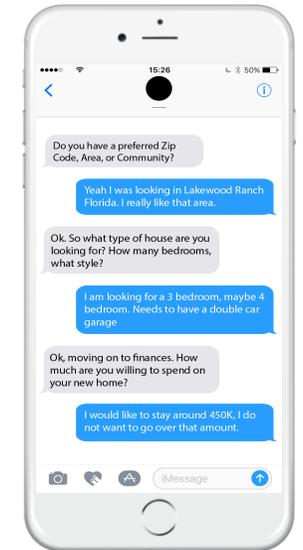
Integrations into Core Lender Systems



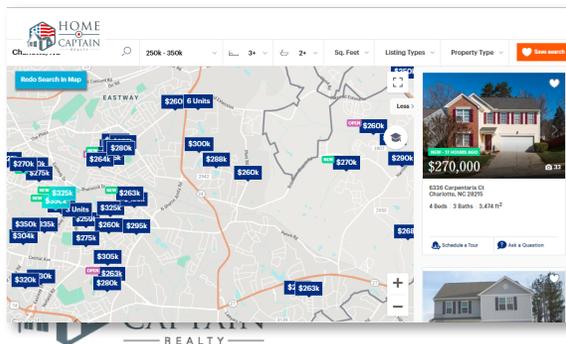
Web App



Nurture Campaign Automation



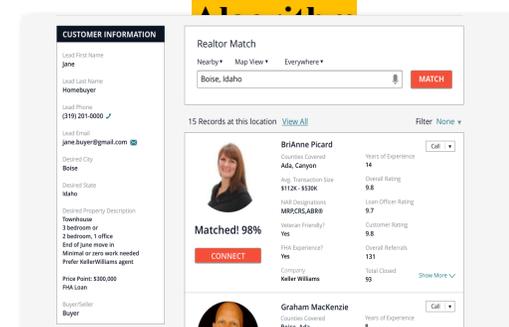
MLS Search



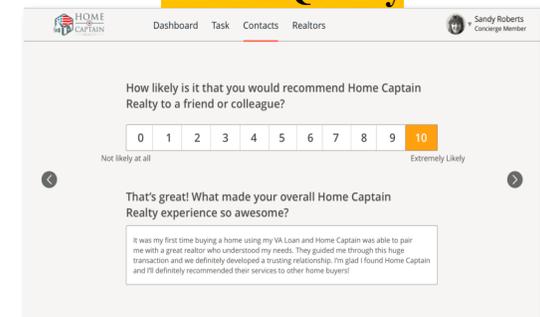
Realtor® Network



Realtor® Matching



Dynamic Scorecard to Ensure Quality

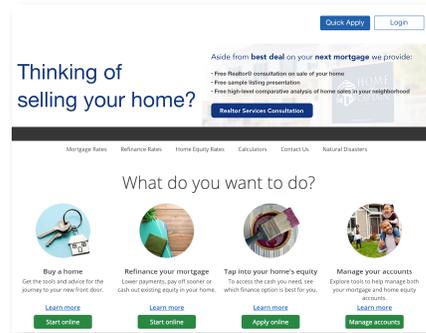


Home Captain Portfolio Retention Solutions

The Portfolio Retention Process

- Puts lenders **in front of customers before they have the “moment of thought”** for home sale
- **A comprehensive, high touch solution** to get the customer a listing agent for home sale who will advocate your lending services
- **Matches customers to a buyers agent** for the purchase of their new home, via the home captain concierge service the customer is already familiar with.
- **Partner with the Loan Officer** to ensure the customer is pre-qualified, the new loan stays with the existing lender, and offsets the payoff of the original loan when their home is sold.
- **Provides milestone updates to the Loan Officer** throughout the Realtor® match, sale, and purchase processes.

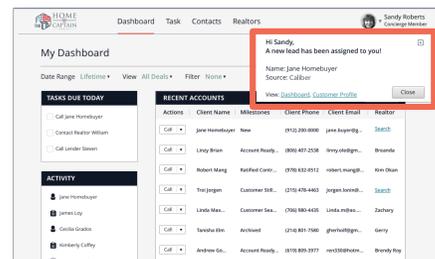
Customer Capture



Customer Screening



Real-time Handoff



Outlined Benefits to Customers

Propensity Modelling (AI)



Sample Listing

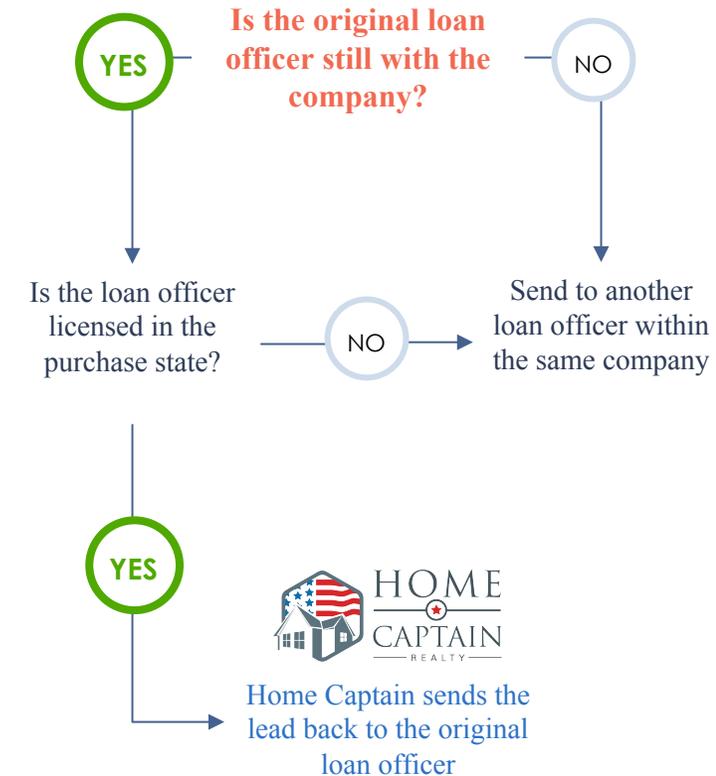


Comparative Analysis

Subject	CMA Pricing Analysis		
	Comparable 1	Comparable 2	Comparable 3
1008 EASTERN VIEW DR FREDERICKSBURG, 22405 VA LEGLAND HEIGHTS	21 ROSEWOOD ST FREDERICKSBURG HICKORY RIDGE	22 PLYMOSOR DR FREDERICKSBURG HICKORY RIDGE	15 MYRTLE RD FREDERICKSBURG HICKORY RIDGE
MLS: ST9011241	ST10175185	ST10154584	ST10162889
Status: ACTIVE	SOLD	SOLD	SOLD
DOMM: 1	33	26	25
Seller Subsidy: 8,100	8,100	8,100	8,100
Transaction Type: Standard	Standard	Standard	Standard
Property Cond: Other (Well)	Other (Well)	Other (Well)	Other (Well)
List Date: 03/09/2018	02/12/2018	02/12/2018	02/22/2018

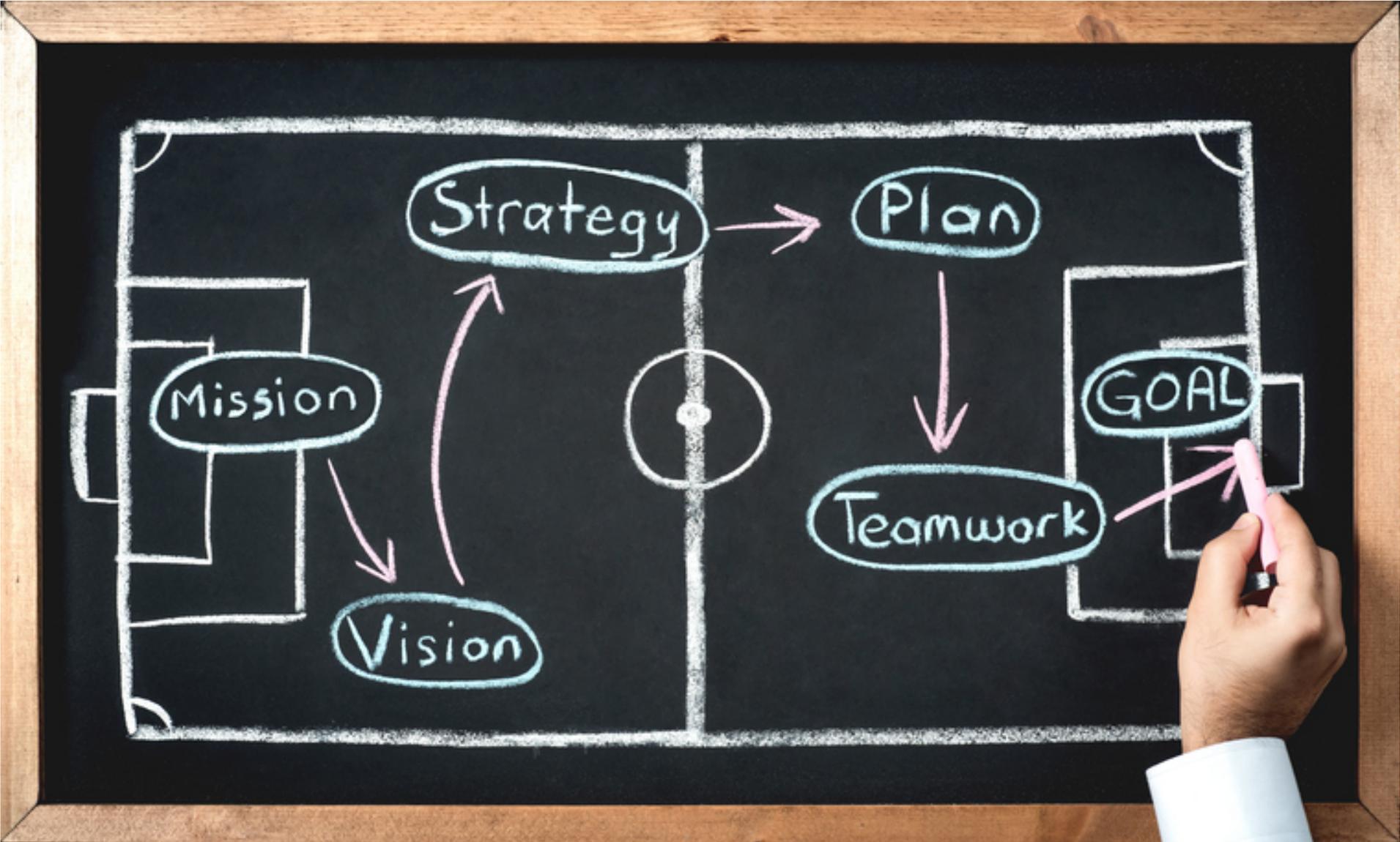
Distribution to the RIGHT Loan Officer

Home Captain's Portfolio Retention system ensures the new loan leads are distributed to the Right Loan Officer.



STRONG
HISTORY

BOLD
FUTURE





“PLAN AHEAD.

**It wasn't raining
when Noah
built the ark.”**

- Richard Cushing



BRAND CAMP

by Tom Fishburne



© 2011

MARKETONIST.COM

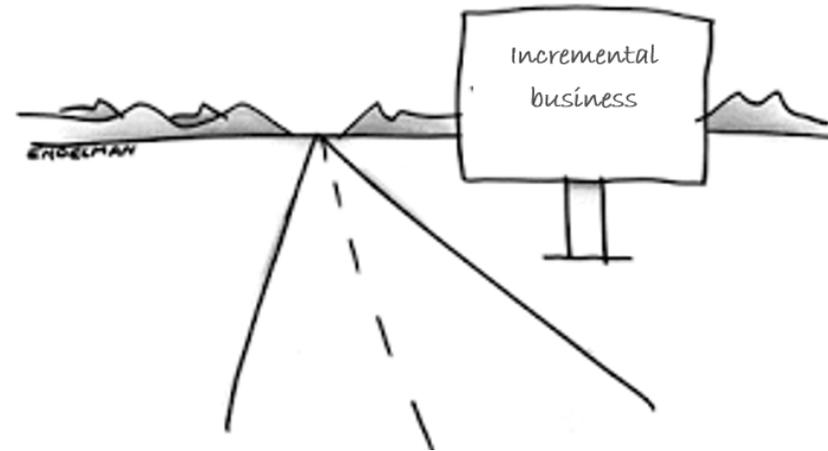
MARKETING AND MANAGEMENT PLATFORM



**“A GOOD PLAN IS
LIKE A ROAD MAP:**

**it shows the
final destination
and usually
the best way
to get there.”**

- H. Stanely Judd



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