

3 STATS TO HELP mortgage pros GET MORE DEALS

There are lots of mortgage pros out there to compete with — some might even say you're one in a million. So, how do you stand out?

Building business is more of an art than a science. Artistic inspiration, anyone??? You got it.



20% OF ALL HOME LOANS

were of the Federal Housing Administration (FHA) variety in March¹. That's an 8% increase from last year. So, yeah – talk to the people in your pipeline about ALL the home loan options. It's not just about the conventional loan anymore.

INCONVENIENCE CAUSED

97%

of consumers to back out of a purchase². Borrowers know what they want... and it's an easier experience. Find ways to make convenience your thing. Maybe it's your user-friendly application tech, or your great communication with the borrower's real estate agent. Whatever it is, you want to keep that 97% around.

THE AVERAGE SAVINGS FOR A TYPICAL HOMEBUYER USING A MORTGAGE BROKER IS

\$9,400

And that savings tends to be even more for borrowers in minority groups³. Already a broker? Don't be shy about sharing this one with prospective customers.

¹ <https://www.marketwatch.com/picks/this-type-of-mortgage-loan-is-making-a-comeback-and-you-may-only-need-a-3-5-down-payment-f2c61c12>

² <https://www.mpamag.com/us/specialty/wholesale/could-2023-be-the-year-of-the-independent-broker/431764>

³ <https://nrf.com/research/consumer-view-winter-2020>

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