MARKETING 101 | VALUES VARIATION | BLUE OCEAN BIZ

SPRING 2019

OriginatorConnect MAGAZINE

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A PUBLICATION OF AMERICAN BUSINESS MEDIA

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OriginatorConnect MAGAZINE

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Originator Connect Magazine is the official publication of the Originator Connect Network, serving more than 100,000 mortgage professionals across the United States. In print, in person and online, there is no larger or stronger community of mortgage loan originators. To see our many events, please go to **www.mortgageconferences.com.**

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Connecting You To The Best In Loan Origination

By **DONALD FROMMEYER**, Chairman of the Originator Connect Network

When you lead something called the Originator Connect Network, you want to be sure you do a good job actually connecting originators to new opportunities and great ideas. As always, our job is to make you superior at what you do for a living. Being the best Loan Originator that you can be by attending our network conferences and hearing speakers that will help you make your jobs easier and you more professional and knowledgeable, and by bringing you actionable information, is key to everyone's success.

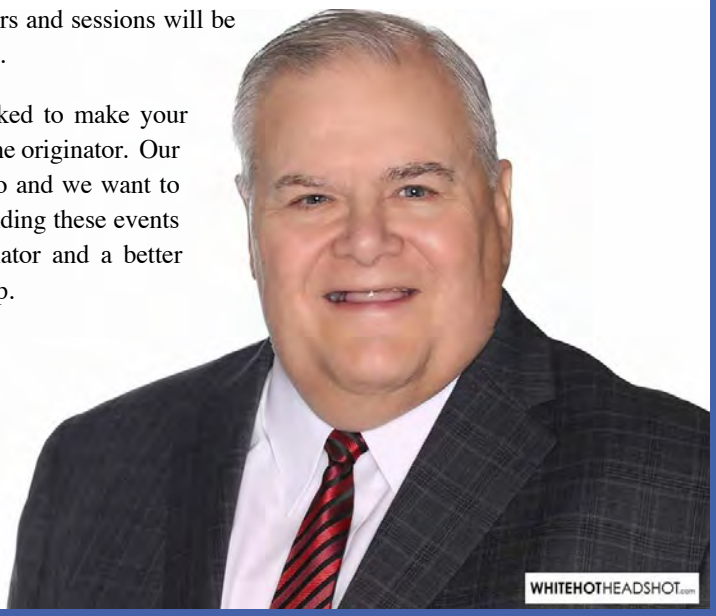
As always, we are striving to bring you new information and keep you up to date. Our Originator Connect Conference is just around the corner from August 16-18 at Planet Hollywood in the fabulous city of Las Vegas, Nevada. We are in the final stages of completing the agenda for this event, but I wanted to tell you about an exciting session that we are putting together. As you all probably know, or maybe you don't yet, Congress passed the Transitional License rule that will allow you to make an application for doing loans out of your current license state (your company has to be licensed in the additional state already) and to do business there while your license is being approved for a period of 120 days. This goes into effect on November 24th of this year. With that in mind, we are having a session at this event that will include experts in this field who will discuss the who, what, where, when and hows of this new rule and what it means for you and your company. So please make your plans now to attend this fantastic event in Las Vegas. And as always, when you get ready to register, look for my invitation that will allow you to attend the Big Show with a free registration.

Those of you that attended the Build-a-Broker program last year in Vegas and stayed for the Designation program, you will have that ability again this year. Registration for this event will be available very soon and you can earn your designation as a Certified Mortgage Loan Originator (CMLO), the Certified Mortgage Originator (CMO) and the Certified Mortgage Executive (CME). Last year, we had 75 people take the test and 72 people passed and qualified for a designation. If you passed last year, you can just renew your designation – or if you want to get a higher designation, you can again take the class and the test to gain the next designation. This will all take place on Thursday, August 15th. And again, you can take your federally-mandated eight hours of continuing education on Friday, August 16th. All of this information for registration for these and all of the other activities for this great weekend of speakers and sessions will be available very soon so keep your eyes open for your invite.

The Originator Connect Network has continually worked to make your conference experience informative and beneficial to you, the originator. Our belief is to work hard for you to be better at what you do and we want to provide you with the means to get this done. And by attending these events and sessions, you will become a better informed originator and a better person to handle every customer that comes to you for help.

Donald J. Frommeyer

DON FROMMEYER, CME
National Mortgage Chair
Originator Connect Network



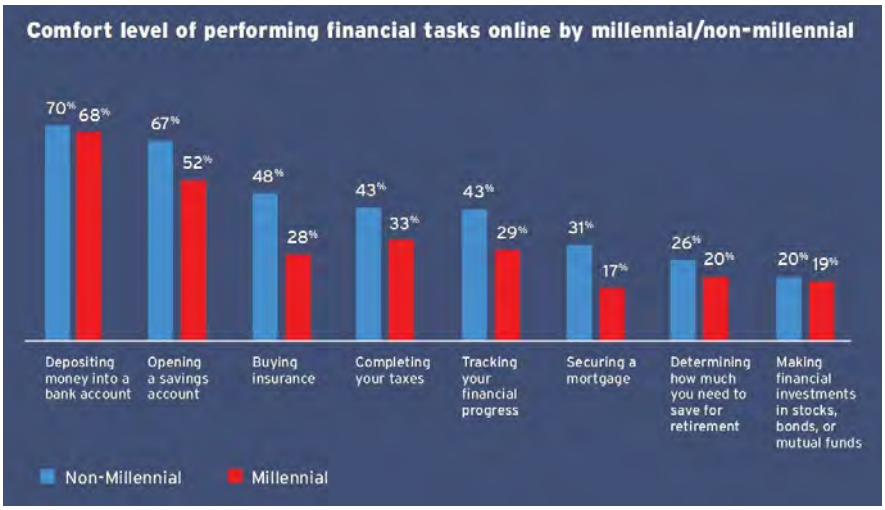
NEW SURVEY:

Middle-Income Americans Concerned About Their Financial Future

BIGGEST FEAR IS NOT SAVING ENOUGH MONEY FOR RETIREMENT

Primerica, Inc., a provider of financial services to middle-income families, released its 2019 Primerica Financial Security Monitor, which found many Americans remain anxious about their long-term financial security. The survey of 1,000 middle-income Americans with household incomes between $29,000 and $106,000 was completed in February and found that many families are not taking steps toward a secure future. The Monitor provides a detailed snapshot of middle-income Americans financial preparedness, habits, and concerns.

Only half of middle-income Americans believe their financial security will improve in the next five years. Just one-in-four Americans feel aware enough to be very comfortable determining how much they need to save for retirement on their own. Half have never met with a financial professional. And the Monitor's Financial Security Scorecard – which measures individual financial security preparedness – found that only 31% of Americans earn an A or B for preparedness based on answers to key indicators.



COSTLY FINANCIAL MISTAKES AND THE VALUE OF FINANCIAL GUIDANCE

Nearly two-thirds of respondents (61%) acknowledge making at least one really bad financial mistake, with an average loss of more than $27,000.

To measure long-term financial preparedness, the Monitor included a Financial Security Scorecard. Survey respondents were graded based on whether or not they engage in the following financial preparedness fundamentals:

- Making more than the minimum payment on credit card bills every month;
- Having $50,000 or more in life insurance coverage;
- Saving every month, regardless of amount;
- Investing some of their money in accounts outside traditional savings accounts;
- Having enough savings to cover three months of expenses if the primary breadwinner loses his or her job.

Close to half (43%) reported doing two or fewer of these financial fundamentals. But those who have met with a financial professional showed stronger results: 76% of those who have met with a financial professional earned a C or better, compared to just 39% of those who have not.

BIGGEST FINANCIAL FEAR IS BEING READY FOR RETIREMENT

The No. 1 fear among middle-income Americans is not saving enough for retirement (43%). When asked why they don't save more, half (50%) say it's because they don't make enough money to save.

MANY CONCERNED ABOUT CREDIT CARD DEBT

High credit card debt is the second-rated concern, with one in three middle-income Americans saying it's their biggest financial concern. More than half do not pay off their credit card balance every month, and one-in-five make just the minimum payment or less. The average credit card debt of all respondents is nearly $3,000. The third biggest concern is paying medical bills (22%), followed by worries about stable income (20%).

MORE TO DO TO PREPARE FOR EMERGENCIES

Just over one-third are confident they could pay for an emergency expense, and 69% worry about how their families would cope financially if faced with a major medical expense, or if a significant economic recession were to hit (67%).

MILLENNIALS NOT COMFORTABLE 'GOING AT IT ALONE' ONLINE

The Monitor survey also examined differences in attitudes and behaviors towards personal finance across generations. Although they are the first generation to grow up as "digital natives," millennials are the most uncomfortable of any age range doing personal financial tasks online. These respondents, between the ages of 18 and 34, are the least likely to be comfortable opening an investment account, buying insurance, completing taxes or tracking their financial progress without working directly with a financial professional. Feeling comfortable completing personal finance tasks online, unassisted, is highest among Gen Xers (the 35-54 age range).

"The finding that millennials are not comfortable managing their personal finances electronically is surprising, because we know they are very tech savvy," Williams noted. "The idea of 'going at it alone' with their personal finances can cause a lot of anxiety, and they need in-person support from a financial professional to feel confident about their decisions — especially those who are just starting out."

Millennials Taking On More Mortgages Than Any Other Generation

MILLENNIALS NOW REPRESENT 42 PERCENT OF ALL NEW HOME LOANS, AND ARE BUYING OUTSIDE MAJOR METRO AREAS, STUDY SHOWS

New survey data shows members of the millennial generation have increased their home buying purchase power and now boast the largest share of new home loans by dollar volume, larger than both Generation X and the baby boomer generation, according to Realtor.com.

Those insights, based on a Realtor.com analysis of residential mortgage loan originations from Optimal Blue, show that while the median home buying price millennials take on is still lower than that of Generation X or baby boomers, millennials are showing interest in more affordable markets. Additionally, millennials are making lower down payments and taking on larger mortgages when compared to Gen Xers and baby boomers.

"Millennials are getting older, with better jobs and deeper pockets, allowing them to expand their collective purchase power, and hence, their footprint in the market," said Javier Vivas, director of economic research at Realtor.com. "The stereotype that millennials primarily choose to buy homes and live in large metro areas isn't the reality. Results show millennials' expansion is more heavily conditioned by affordability than in prior years, so their eyes are set on less traditional secondary markets where homes and jobs are now available and plentiful."

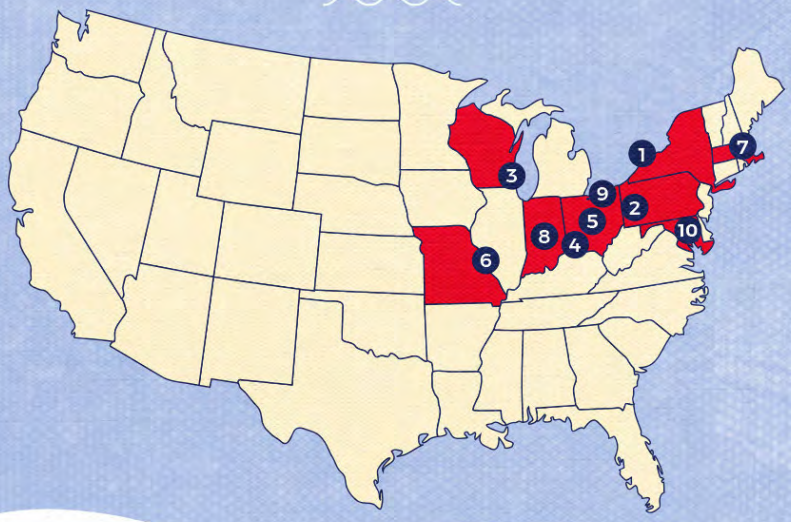
Affordability is such a key factor for millennial home buyers that this generation is moving to places previous generations have not, like Buffalo, N.Y., the top affordable market for millennials, according to this study.

MILLENNIALS NOW HAVE MORE BUYING POWER

Millennials are still primarily in the life stage that requires starter homes. Despite a lower median purchase price ($238,000) than the two generations before them, (with baby boomers and Gen Xers spending an average of $264,000and $289,000, respectively), millennials are increasing their purchase price at a faster rate than previous generations, indicative of this generation starting to move beyond starter homes.

Since early 2017, millennials have been the largest mortgage purchasers by the number of loans originated,

Top Markets for
Millennials



1	Buffalo, New York	6	St. Louis, Missouri
2	Pittsburgh, Pennsylvania	7	Boston, Massachusetts
3	Milwaukee, Wisconsin	8	Indianapolis, Indiana
4	Cincinnati, Ohio	9	Cleveland, Ohio
5	Columbus, Ohio	10	Baltimore, Maryland

surpassing Generation X as the leader in January 2017. As 2018 came to a close, millennials took on nearly half (45 percent) of all new mortgages, compared to 36 percent for Generation X, and 17 percent for baby boomers.

In November 2018, millennials finally overtook Generation X as having the largest share of new loans by dollar volume, with a share of 42 percent in December, compared to a share of 40 percent for Generation X and 17 percent for baby boomers. This indicates millennials are willing to take on larger mortgages than any other generation to fulfill their dreams of homeownership.

MILLENNIAL HOME BUYING IS DRIVEN BY AFFORDABILITY

In addition to increasing their buying power and taking on larger mortgages, the data shows millennials have consistently made lower down payments than other generations since 2015. While other generations have increased their down payments in response to rising prices, millennials have not been able to increase their down payments as much as older generations. Millennial down payments averaged 8.8 percent in December 2018, compared to 11.9 percent for Generation X and 17.7 percent for the more equity-rich baby boomers.

Given that the majority of millennial home buyers are searching for their first homes and do not bring equity from a previous home, it's no surprise they are putting down smaller down payments. This is likely a driver of their activity in more affordable markets, where their money goes further.

Top U.S. Markets For Home Buyers Varies By Generation

Within the last year, millennials have moved to affordable areas with strong job markets where they have more buying power. At the end of 2018, the median price of a mortgaged home purchased by millennials was $238,000, $26,000 less than the median price of a home mortgaged by baby boomers ($264,000) and $51,000 than Generation X ($289,000). The top five markets where millennials now generate more than 50 percent of the mortgages and their share grew by more than four percent are:

1. **Buffalo, N.Y.**
2. **Pittsburgh**
3. **Milwaukee**
4. **Cincinnati**
5. **Columbus, Ohio**

As members of Generation X are in their prime income-earning years, they purchased homes in strong job markets and secondary home markets, with five of the 10 markets on the list having unemployment rates higher than the national rate of 3.7 percent. The top five markets where Gen X purchased a large and/or growing share of homes are:

1. **Los Angeles**
2. **Providence, R.I.**
3. **Bridgeport, Conn.**
4. **Jacksonville, Fla.**
5. **Atlanta**

Many boomers are retired or rapidly approaching retirement, and therefore, showed a strong preference for buying homes in markets within primarily low-tax states or markets that are lower-cost than nearby metros, presumably to maintain wealth earned during their working years throughout their senior years. The top five markets where boomers made up a large and/or growing share of mortgaged purchases are:

1. **Knoxville, Tenn.**
2. **Sacramento, Calif.**
3. **Memphis, Tenn.**
4. **Oklahoma City**
5. **Riverside, Calif.**

Millennials Will Drive Long-Term Residential New Construction, Easing Downturn Fears

STRONG SUPPLY, DEMAND FUNDAMENTALS AND RELATED TAILWINDS SHOULD SOFTEN CONCERNS OVER A NEAR-TERM DOWN-CYCLE

According to "Navigating Volatility in the U.S. Residential New Construction Sector," a recent collaboration by Wells Fargo Securities' Building Products and Homebuilding Investment Banking practice and L.E.K. Consulting, pent-up demand from a new generation of first-time home buyers and a low supply of single-family housing should drive long-term residential new construction growth. Concerns of a 2019 downturn in housing are screen as overblown, with housing starts likely to show steady growth in the intermediate term.

As interest rates climbed higher over the course of 2018, declines in housing affordability combined with economic cycle concerns sparked worries for the residential new construction sector. However, as the expected pace of rate hikes has slowed in early 2019, affordability and homebuyer sentiment is improving. These factors coupled with historically low levels of inventory should help moderate declines in new residential construction should a broader economic slowdown occur. Considerably low supply and emerging demand driven by millennial household formation should further support long-term growth.

"The industry may face near-term turbulence, but strong tailwinds will help sweep through it with a new generation of homebuyers driving longer-term growth," says Lucas Pain, Managing Director and Head of Americas Building Products and Materials practice at L.E.K. Consulting.

The study examines several key industry factors – including housing starts, housing inventory, housing affordability and household formation – in order to forecast performance.

Among the study's key findings:

• **Single-family housing is in short supply** – supporting potential for future growth. The 2008 recession that weighed on demand and kept millennials out of the market also kept builders and lenders from committing to new single-family construction. The result is an undersupply of single-family homes with single-family housing starts still 22 percent below the long-term (1980-2000) average.

• **The slow recovery in housing starts since the Great Recession creates a positive backdrop for the current cycle.** The depth and duration of housing downturns are heavily influenced by housing starts levels relative to the long-term average when a downturn begins. On that score, the news is good – November 2018 (SAAR) housing starts of 1.256 million are 13 percent below the long-term (1980-2000) average of 1.438 million. For housing starts to peak at this level would be unprecedented – since 1970, there has been no instance of housing starts turning negative before they reached the long-term average.

• **Housing affordability had trended down but forecasts are improving.** Notable declines in housing affordability captured headlines in 2018, but the U.S. economy and labor market remains healthy. In early 2019, as expectations for rate hikes subside, affordability metrics are improving with a most recent Housing Affordability Index reading of 144 in November of 2018. This compares favorable against the June 2018 low of 138, with our analysis indicating the index should remain above its long-term average of 130 through 2019.

• **Millennials are set to (finally!) enter the housing market in a meaningful way** Millennials' delayed household formation has led to a 2.2 million household gap relative to what the historical headship rate levels of their Gen X counterparts would imply. This can be attributed to the weak labor market following the 2008 recession and a student debt overhang. However, aging millennials are set to close the headship rate gap with prior generations – likely driving steady long-term growth in residential new construction.

"An economic recession may seem overdue, given historical trends," says Harry Shaw, managing director and co-head of the Basic Industries sector in the Industrials Investment Banking Group at Wells Fargo Securities. "But given our industry specific observations on supply, demand and the level of key economic indicators, we expect the impact of any slowdown on residential new construction activity to be muted. The outlook for residential construction in 2019 is improving versus late 2018, and there are sufficient tailwinds to carry the industry through any near-term economic turbulence."

Given the healthy longer-term outlook, industry participants should consider investment in both capabilities and capacity, especially in single-family housing, the study suggests. "A modest pullback could create attractive valuations and entry points for those willing and able to make opportunistic investments," adds Casey Rentch, managing director, Industrials Investment Banking at Wells Fargo Securities.

THE 101 ON GETTING MORE FROM YOUR MORTGAGE MARKETING

AWESOME, AND UPDATED, TECH TO BRING IN NEW CLIENTS

By **THOMAS SHAW,** Special to Originator Connect Magazine

CRM, sales, and marketing applications have evolved in an amazing way from basic telemarketing, faxes and direct mail to now advanced AI marketing technology that makes personalization not only smarter but enhances the customer's marketing experience for originators, lenders, banks and credit unions. There are several critical applications that when integrated form the foundation for the tech you need to compete in today's market. It is important to understand how these applications work and more importantly, the function they perform.

The Data Application or Data Layer: This is any information on leads, customers, prospects, partners, and the relationship between the data objects. Examples may include leads, contacts, accounts/companies, campaigns, lead sources, and users.

CRM Application: Your CRM may be your contact manager and data storage rolled into one. For example, a spreadsheet could act as both. CRM applications such as Salesforce combine a CRM and Data Layer. A CRM organizes your data, assigns your leads or contacts, relates your contacts to accounts. Matches your leads to lead sources and campaigns, it tells you when you contacted them, how you contacted them, details and information you may need to engage them.

Marketing Automation System: This is what you use to communicate with your leads, contacts, customer or customer database. It could be an email system like MailChimp. It may be a pre-built system that sends birthday cards, reminders and emails. They come in many forms and may be limited to one media or multiple communication media such as SMS, email, triggered emails, remarketing, dynamic ads, landing pages and more.

Reporting and Analysis: Ideally, it is not MS Excel. This application can be built into your current CRM, Marketing Automation System or a stand-alone application that imports the data to turn it into insights. Examples of what your reporting should tell you:

- How many calls you had to make to get an application.
- How many applications turned into a loan
- How many leads from a source turned into applications and loans

Often, reporting and analysis is the most overlooked system to have in place. Not to worry, there's a solution that can work for everyone. We are going to skip the contact management software (an older paradigm) reporting and spreadsheets and get straight to the types of solutions that set you and your organization up for successful client acquisition.

SPREADSHEETS, THERE'S A BETTER WAY

The thought that you are saving money with spreadsheets, calling and emailing is outdated. Here's the final word on this: it is costing money every month in the unrealized cost of missed contacts and missed opportunities. The monthly cost of an integrated system that helps you manage your data, marketing, and reporting all in one solution is worth the expense. Absolutely, there will be a break-in and acclimation period. Power through. It will be worth the effort.

CRM SYSTEMS

Contact management systems have been around for years. However "CRM" emerged as a new term in the early 2000s that ended up being glorified goliaths of 12-month implementation timelines, costly customization, and mangled data management. At one originator it took us over 18 months to get the CRM in and a very high expense to get it rolled out. That was then.

Today CRM applications come in a web application, tablet and mobile app formats. Specifically for loan originators, account executives or enterprise origination organizations they are easier to use, highly customizable and can be integrated with most telephony, marketing, and LOS systems.

Systems Pro-Tip: Great systems start with great data. Any system, Sales, Marketing and Service all begin with clean and organized data. Enterprises must have a data owner, who manages, transforms, appends and cleanses the data. Small companies must find a capable, experienced resource (it may be an outside contractor) to assist them with implementation and regular evolution of the system.

Enterprise CRM systems like an MS Dynamics (MSD) or Salesforce (SFDC) can be overengineered to the detriment of the organization and cause substantial interruption to the business. However, the base coat of paint these systems have as a default can work very well to get you going. Smaller to larger organizations can use MSD or SFDC with little integration assistance to get the teams working and delivering value.

INTEGRATED CRM, MARKETING, SALES AND SERVICE SYSTEMS

A new hybrid of systems has come out that integrate Marketing, Service, and Sales (iCRM). These systems provide the ability to automate a single view of the customer. The single view of a customer, even for small companies is difficult. Linking databases, marketing, expenses, leads, and normalizing data can take enormous people-power. Take it from someone who did it recently vs twenty years in the past. The value of the customer view from new lead to the customer to the customer-advocate can increase your revenue and new customer acquisition.

The more experienced of you will say, "Integrated systems do not serve the customization we need in our business. Our processes are different. We have a sales cycle that is different." That idea needs to be challenged - strongly. SFDC has taken this integrated approach with its addition of Pardot and service systems. Hubspot started as inbound marketing demand generation and has moved into integrated Marketing, Sales, and Service. Zoho integrates a marketing and sales suite of products that can be bolted on to your implementation. Too many to mention, there are choices that come down to your requirements as an individual, branch, broker, sales team, marketing department or enterprise.

> An all in one solution is a great opportunity for small organizations to compete with larger competitors in their vertical.

Pro-Tip: Start with the requirements (even if it's only you). Teams, get your stakeholders to give their opinion. Rank the importance of each and start looking around.

Applications such as SFDC are investing heavily in purchasing Artificial Intelligence companies to provide automated insights across sales and marketing to their companies. Do not ignore new companies that provide marketing or sales applications. Infusionsoft, Velocify, Drip, Autopilot, and Salesfusion to name a few.

These are only a few of the integrated solutions and they all have their strong points and weaknesses. There is an increasing number of workflow, email, 1003 application and other solutions that are working to make the consumer and broker experiences better. They integrate with these iCRM systems or have an API that can integrate.

INTEGRATION CAPABILITIES

Our new and awesome tech does not bring in the leads without partner tech. An iCRM or CRM while a strong fit in sales, may not automate your email. It may not text. It may be short a chatbot. Integration, a long-standing development term that often came with a huge price tag, is now very easy to understand and digest.

What you need to know about integration is that your standalone applications or iCRM solutions offer plugins to their systems to integrate with other systems. That means you will need to check, your new tech before you buy and examine their integrations. Small or non-existent plugins to your preferred system mean you want to reconsider that CRM/ Sales system. Robust and growing plugin (pre-built integration) libraries are becoming the norm, expect it. Your integration efforts should be limited to a few button clicks and entering a password.

Pro-Tip: Integrations can make or break your investment. In a demo, ask your solution provider to demonstrate how integration with one or all of your systems will work. Check that the expected data you need between systems is passed. Often, plugins are one-size fits all solution and limitations on the data points passed are for the performance of each system.

CHOOSING THE RIGHT SYSTEM

The answer is not simple. The best system is the one that can meet and exceed your expectations, allow you to grow into the application over two or three years. Smaller companies may find themselves outgrowing a marketing and sales application in 18 months or less.

An all in one solution is a great opportunity for small organizations to compete with larger competitors in their vertical. More complex systems often engaged in larger organizations provides more customizations, add-ons, better sales opportunities, marketing engagement, and contact analysis. These systems often require a higher level of dedicated application support.

Think both large and small about your solution structure but always keep the customer (and their data) at the forefront of your sales and marketing strategy.

Thomas Shaw is an experienced senior marketing executive for several mortgage companies. He is the president of ElevenX Marketing.

Zillow Group Launches Zillow Home Loans

HOME SHOPPERS CAN NOW USE ZILLOW HOME LOANS - FORMERLY MORTGAGE LENDERS OF AMERICA - TO GET FINANCING DIRECTLY FROM ZILLOW

Erin Lantz, vice president of Zillow Mortgages.

Zillow Group, which houses the largest portfolio of real estate brands on mobile and Web, has launched Zillow Home Loans to deliver an easier and streamlined mortgage experience to consumers. Home shoppers who visit Zillow to shop for a mortgage can now get financing directly from Zillow Home Loans.

Financing is the biggest hurdle to buying a home, and most buyers say they worry about qualifying for a mortgage, according to the 2018 Zillow Group Report on Consumer Housing Trends.

With Zillow Home Loans, consumers using Zillow Offers - whether they are selling to or buying from Zillow - can experience a simpler and shortened real estate.

"Getting a mortgage is often the hardest, most complicated part of buying a home. Since our inception, Zillow has been empowering people with information and resources to make smarter real estate decisions, including helping borrowers shop for the best lender and loan for their new home," said Erin Lantz, vice president and general manager of mortgages at Zillow Group. "With Zillow Home Loans we are taking an incredible step forward to deliver an integrated payments platform to complete the financing for Zillow Offers that delivers a more seamless, on-demand real estate experience today's consumers expect. We continue to offer consumers the power of choice to shop for loans directly through Zillow Home Loans or through our popular mortgage marketplace."

Homeowners using Zillow Offers to sell their home can easily secure their financing through Zillow Home Loans, giving them the certainty to be able to sell their existing home and shop for a new home simultaneously. Home shoppers who want to purchase a Zillow-owned home may use Zillow Home Loans to seamlessly finance their home purchase, giving them a way to get into their new home on their timetable, with less hassle and stress. For flexibility and convenience, the use of Zillow Home Loans is not restricted to Zillow Offers' home sales just as borrowers may still use Zillow's mortgage marketplace to shop for a lender and loan for any home purchase or refinanced loan.

MULTIPLE MARKETS

Zillow Offers, now available in nine markets, reduces the stress and uncertainty that typically goes along with selling and buying a home. Potential home sellers in markets where Zillow Offers is available can request a free, no-obligation cash offer from Zillow to purchase their home. If the seller accepts the offer, they choose their closing date and then Zillow will conduct a free home evaluation to finalize the offer. Home shoppers purchasing a Zillow-owned home are getting a move-in ready home they can purchase when it's convenient for them. Zillow Home Loans is an affiliated lending platform for Zillow Offers to deliver a better, simpler real estate transaction.

The launch of Zillow Home Loans is a part of Zillow's larger efforts to make buying and selling a home radically easier and is being done in conjunction with the rollout of a new look and feel on Zillow's mobile apps and website.

Zillow Home Loans is the re-named mortgage origination business known formerly as Mortgage Lenders of America, which was acquired by Zillow Group in the fall of 2018. Zillow Home Loans is currently headquartered in Overland Park, Kansas with over 300 employees.

THE SALES PRO

LESSONS IN LIFE AND BUSINESS

By **HARVEY MACKAY,** Special to Originator Connect Magazine

In every speech that I give, every column I write, every person or group that I mentor, my goal is to leave my audience with plenty of take-home value.

I could teach from a textbook, and give lots of facts and case studies, but I don't. I use stories because people can easily relate to the points I make. Here's some food for thought.

KNOW WHO HAS YOUR BACK.
We can learn much from observing geese in flight. First, people who share a common direction and a sense of community get where they are going more quickly and easily because they rely on the strength of each other.

Second, stay in formation and accept help when it is needed and offer help when others need it.

Third, geese instinctively share the task of leadership and do not resent the leader.

Fourth, when a goose is sick, wounded, or shot down, two others drop out of formation to follow it down to earth to protect it. They remain with the wounded bird until it is well or dies.

TEAMWORK.
Many years ago in Austria they had a custom that helped villagers size up the future happiness of a newly-married couple. After the wedding at the local church, the village women would escort the bride and groom to a nearby forest and stand them before a large tree. They would then hand the young couple a two-handled bucksaw and ask that they use it to fell the tree.

The closer the cooperation between the man and wife, the shorter the time it took for the tree to come down. And the older villagers wisely reasoned that, the shorter the time, the happier the young couple would be – because they had learned that most valuable of marital lessons – teamwork!

NEVER ASSUME YOUR BOSS KNOWS EVERYTHING.
A young executive was leaving the office late one evening when he found the CEO standing in front of a shredder with a piece of paper in his hand.

"Listen," said the CEO, "this is a very sensitive and important document here, and my assistant has gone for the night. Can you make this thing work?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine. "I just need one copy."

KNOW WHEN TO KEEP YOUR MOUTH SHUT.
A little bird was flying south for the winter. It was so cold the bird froze and fell to the ground into a large field. While it was lying there, a cow came by and dropped some dung on him. As the frozen bird lay there in the pile of cow dung, it began to realize how warm it was.

The bird was actually thawing out and began to sing for joy. A passing cat heard the bird singing and came to investigate. Following the sound, the cat discovered the bird and promptly dug it out and ate it.

Lessons: (1) Not everyone who dumps on you is your enemy. (2) Not everyone who gets you out of a mess is your friend. (3) And when you're in deep doo-doo, it's best to keep your mouth shut!

BE SURE THERE IS A PROBLEM IN THE FIRST PLACE BEFORE WORKING HARD TO SOLVE ONE. One beautiful day, a bus driver started his route. No problems for the first few stops – a few people got on, a few got off.

At the next stop, however, a big hulk of a guy boarded. Six-foot-eight and built like a linebacker, he said, "Big John doesn't pay!" and sat down at the back.

The five-foot-three driver didn't argue. The next day the same thing happened – Big John got on again, refused to pay, and sat down. The same thing happened day after day.

This grated on the bus driver, who became increasingly angry over the way Big John was taking advantage of him. He signed up for body building and self-defense courses, and became quite strong. So on the next Monday, when Big John once again got on the bus and said, "Big John doesn't pay!"

The driver stood up, challenging him, "And why not?"

Surprised, Big John replied, "Big John buys a bus pass."

Mackay's Moral: You can learn from experience – yours or someone else's.

GREAT EVENTS START AT AMBIZ MEDIA

OriginatorConnect NETWORK

2019 SHOWS

The New England Mortgage Expo
Jan 18, 2019
Uncasville, CT

Carolinas Connect Mortgage Expo
Jan 24, 2019
Charlotte, NC

Texas Mortgage Round Up
Feb 12, 2019
San Antonio, TX

Sept 5, 2019
Dallas, TX

Atlanta Mortgage Expo
March 21, 2019
Atlanta, GA

Motor City Mortgage Expo
April 3, 2019
Detroit, MI

New York Mortgage Expo
April 24, 2019
White Plains, NY

Chicago Mortgage Originators Expo
May 2, 2019
Chicago, IL

California Mortgage Expo
May 9, 2019
Los Angeles, CA

October 2019
San Francisco, CA

www.mortgageconferences.com

The Originator Connect Network is the nation's largest coalition of mortgage conferences, reaching more mortgage originators in person than any other organization. Coast to coast, we offer many opportunities for companies to reach the front-line sales and origination professionals critical to you success.

There's nothing quite like standing face-to-face with potential new clients. At American Business Media, we produce some of the most successful and largest business-to-business conferences and trade shows in the nation.

Visit **www.mortgageconferences.com** for a full listing of our 2019 shows and links to sign up as a sponsor, exhibitor or attendee.

AM BIZ
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Suncoast Mortgage Expo
May 21, 2019
St. Petersburg, FL

The Great Northwest Mortgage Expo
June 12, 2019
Grand Ronde, OR

Ultimate Mortgage Expo
Jul 8 – 10, 2019
New Orleans, LA

Arizona Mortgage Expo
Aug 1, 2019
Phoenix, AZ

Originator Connect
Aug 16 – 18, 2019
Las Vegas, NV

Mortgage Star Conference
Aug 16, 2019
Las Vegas, NV

Colorado Mortage Summit
October 2019
Denver, CO

Utah Mortgage Expo
November 8, 2019
Park City, CO

www.mortgageconferences.com

BROKER BUSINESS GROWTH STRATEGIES

THINKING SMALL CAN BE A BIG ADVANTAGE

Let's face it, the home mortgage industry is very competitive. Big banks with large mortgage operations, direct lenders, large correspondents, table funders, and online lenders all compete for the same borrowers. The home mortgage industry is big, but with so many competitors, your market share is limited. If you're competing but not growing, it's time to make a strategic shift. Only the nimble survive. Having a solid business growth strategy is essential for mortgage brokers to maintain their profitability and growth regardless of their company size.

MARKETS ARE CONSTANTLY CHANGING

With interest rates rising and falling, economic conditions shifting, housing inventory fluctuating and home ownership demographics evolving, today's home mortgage marketplace is in a constant state of change. What worked in the past, may not apply to the future, or even the present. As a broker, you must expect and prepare for change, because change is constant. Failing to account for it will cost you.

A changing marketplace often requires a new perspective. You can't grow by trailing your competition. Successful companies don't follow. They lead by creating a value proposition that attracts new clients. They adapt by modifying their approach to business. The same truths hold true when developing a growth strategy for your brokerage business.

THE SECRET TO BUSINESS GROWTH: FIND NEW MARKETS TO SERVE

Competing in the business of consumer home loans can get bloody. When brokers compete for the same consumer home loans, their business becomes a commodity. There are only two ways to win: either lower your price or offer more services for the same price. This race to the bottom creates a downward spiral that limits your business' growth potential. You can't compete if rates drive your business and spending more time to close each loan costs you time, money or both.

In any business, the secret to growth comes from finding new markets to service, especially markets with less competition and huge potential for revenue growth. It's a value-based business model centered around finding untapped demand in an underserved market with fewer competitors, also called a "Blue Ocean Strategy."

WHY BLUE OCEANS ARE IMPORTANT TO MORTGAGE BROKERS

Most businesses focus on putting their current customers first. That's great if your customers generate regular repeat business. That isn't the case for home mortgages, where the typical borrower signs only eight mortgages in a lifetime, including personal residences, rental properties and refinances. Yes, servicing your current clients is still important and will deliver referrals, but if you want to grow exponentially, you must find new customers.

For blue ocean businesses, the mantra is "non-customers first." The objective is not to compete for existing customers in a commodity-based marketplace like consumer home loans. It's about creating new demand and growing your brokerage by expanding your customer base, especially among prospects who offer repeat business potential. For mortgage brokers, that market is real estate investors who tend to seek more mortgages than the typical consumer home loan client.

Companies such as Velocity Mortgage Capital and others offer a blue ocean strategy that allows brokers to service the unmet needs of an underserved market of independent real estate investors and small business owners. These borrowers typically don't qualify for traditional bank loans because they often fall outside of rigid underwriting rules that miss the story behind the numbers.

Moreover, moving from consumer home loans to investment properties is simpler than most brokers think and doesn't involve the complexities of larger commercial deals. The learning curve is short, but the rewards can be significant.

AN $800 BILLION MARKET WAITING TO BE SERVICED

Together, investment property mortgages, which includes residential 1-4 investment, multi-family, mixed-use, and small commercial properties, generate an estimated $2.5 trillion in mortgage loans each year. Roughly 35-percent of loans submitted do not qualify for traditional bank funding, creating an $800 billion market opportunity for brokers — with significantly fewer competitors.

If your brokerage is competing but not growing, or you simply want to increase your growth potential, it may be time to make a blue ocean shift. Untapped demand is out there, and residential investment and small commercial mortgage programs can help you find, service and profit from it.

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Visit **www.AngelOakMS.com** or call **855.539.4910**.

Grow With the Leader in Non-QM Wholesale and Correspondent Lending.

Originators Conn

With more than 20 mortgage conferences coast-to-coast, the Originator Connect Network is the nation's largest producer of mortgage shows. Brokers, originators, and mortgage industry vendors come together to share ideas, meet new colleagues, and build up support networks.

Originator Connect Holiday Party in Irvine, California

Brokers enjoy the opportunities at the Atlanta Mortgage Expo

John Paasonen, president of Maxwell, speaks at the Utah Mortgage Expo

Quicken Loans executives showed off great new initiatives for brokers at the Quicken Loans Idea Lab at the New England Mortgage Expo

nect Across The Country

Allen Beydoun of United Wholesale Mortgage speaks to a packed room at the Carolinas Connect Mortgage Expo

At the San Antonio edition of the Texas Mortgage Roundup, exhibitors were busy showing new opportunities to originators

Northern California originators enjoyed the San Francisco edition of the California Mortgage Expo

The exhibit hall was fully loaded at the Arizona Mortgage Expo

Nearly 2,500 mortgage pros turned out for the New England Mortgage Expo at Mohegan Sun in January

The Motor City Mortgage Expo was a big hit

Allen Middleman of Freedom Mortgage and Originator Connect Network Chairman Don Frommeyer in discussion with an audience of Chicago originators

IN BRIEF

SHARESTATES WINS TOP REAL ESTATE PLATFORM AWARD AT LENDIT FINTECH USA 2019

Sharestates, a marketplace lending platform that connects real estate developers with investors, was crowned Top Real Estate Platform at LendIt Fintech USA 2019 in San Francisco. The Top Real Estate Platform award is based on performance, volume, growth, product diversity, and responsiveness to stakeholders.

"Sharestates has shown impressive growth over the past year while also providing great returns for investors. They deserve the LendIt Fintech Real Estate Platform of the Year for 2019," said Peter Renton, Co-Founder & Co-Chairman, LendIt Fintech.

"To think only five years ago we walked into LendIt not knowing what to expect as part of an industry that was beginning to find its way into the financial marketplace as Private Lenders, and today we are acknowledged by our peers as a leader in the space," explains Co-Founder and CEO, Allen Shayanfekr. "It's humbling, and we look forward to continued success through strategic partnerships as well as being part of a monumental financial movement. On behalf of our organization, I'd like to thank LendIt Fintech for such an honorable award. We are very excited about the coming year, and our product rollouts. The community spoke, we listened, and we're ready to execute!"

As Sharestates continues to grow they've expanded their offerings to meet the needs of the evolving practices of their professional community. Now operating in 46 states, Sharestates offers diversified asset classes including residential, multi-family, mixed-use, commercial properties, and land acquisitions. Loan types include short-term, long-term, and non-performing loans across different stages of development from ground-up construction to stabilized properties. Sharestates focuses on debt offerings, but also offers equity investments through the Syndicate Profile platform, and every project is carefully underwritten with a proprietary 34-point risk assessment scoring matrix.

Since launching in 2015, Sharestates has closed on over $1.7 billion in total loan volume and returned over $675 million in principal to investors. Average annualized returns have exceeded 10% every year. As a result of its strong performance and valued relationships, 82% of Sharestates loan volume has come from repeat borrowers and 81% of its investors are repeat investors.

MOST HOMEOWNERS WILL INVEST IN THEIR NEST THIS YEAR

Americans Prioritizing Personal Style When It Comes To Home Renovations

Nearly three in four (73%) homeowners surveyed plan to make home improvements this year, a 26% increase from 2018, according to the sixth annual LightStream Home Improvement Survey conducted by The Harris Poll.

Homeowners also plan to spend more on those renovations – an average of about $9,000, the highest amount since the survey began in 2014. In addition, more homeowners this year will take on projects with major price tags. Those planning to spend $25,000 or more on improving their homes grew by 83% compared to last year.

In terms of what's driving these renovations, Americans are more focused on creating a space they love than increasing the value of their home as an asset. Personalization is the number one motivator for investing in a home renovation (27%), ahead of increasing home value (14%); improving a home for sale (7%); or preparing for a major life event (4%) such as a new baby or retirement.

"The majority of homeowners are planning on staying in their homes for at least 10 years—or never move," said Todd Nelson, senior vice president of strategic partnerships at LightStream. "Regardless of their age, we found that most consumers are focusing their home improvement projects to reflect their personal lifestyle, comfort and interests."

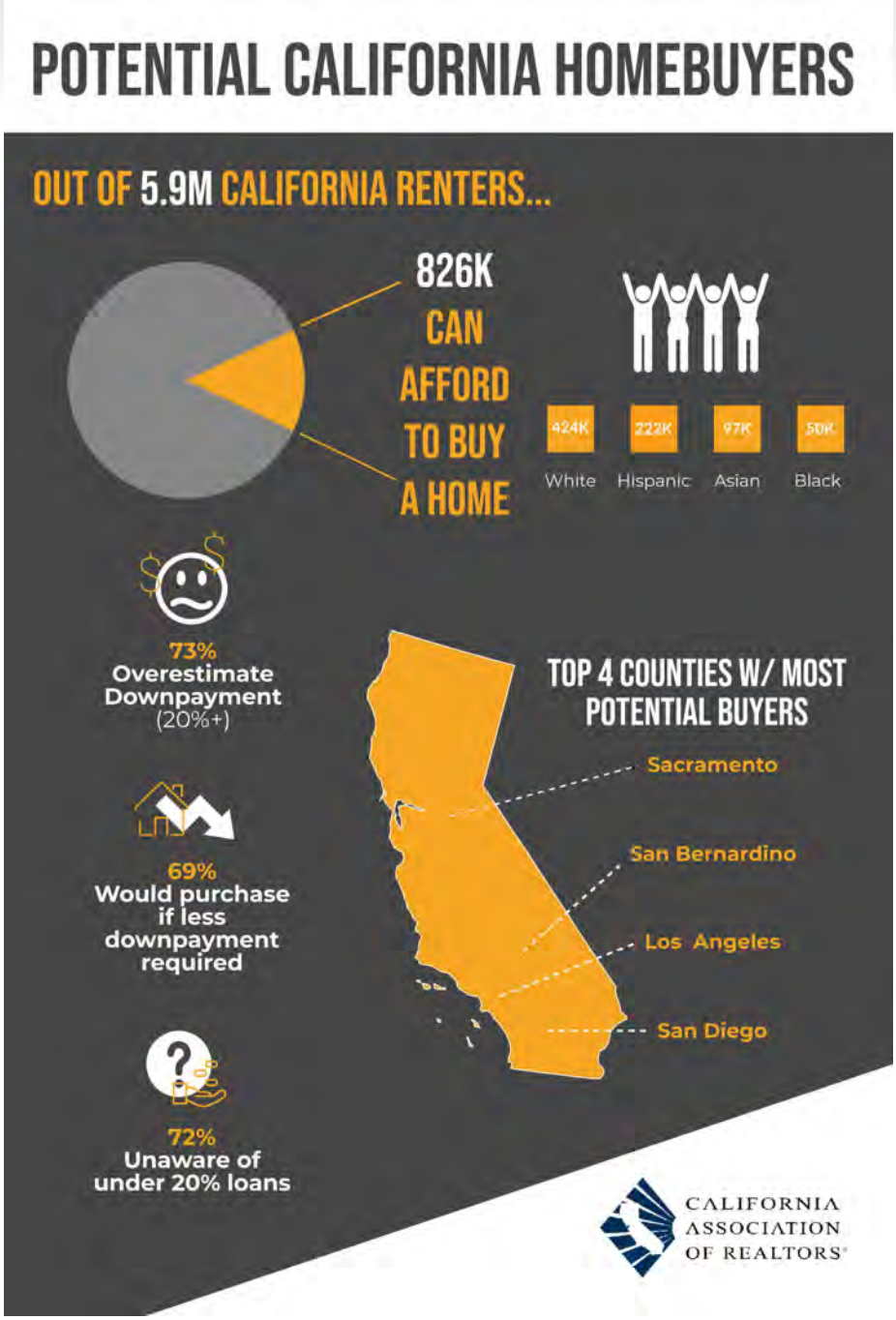
As Americans prepare to tackle home improvement projects, lack of education and preparedness can often lead to unnecessary stress.

CAL RENTERS QUALIFY TO BUY, BUT CONFUSED

While low affordability is the biggest obstacle most renters face in becoming homeowners, 14 percent of California renters can afford to purchase a home but are foregoing homeownership partly because they don't have the financial knowledge to do so, according to research findings by the California Association of Realtors.

Of the nearly six million California renters statewide, 826,000 could qualify to purchase a median-priced home in the county in which they reside. Five in 10 who qualify to purchase a home are white (51.4 percent), 12 percent are Asian, more than one in four is Hispanic (26.9 percent), and 6 percent are black.

A lack of financial literacy is one of the biggest barriers preventing renters from becoming homeowners. Nearly three-fourths (73 percent) believe a down payment of at least 20 percent is required to purchase a home, and 72 percent are



unaware of loan programs that require less than 20 percent down payment. Additionally, nearly seven in 10 (69 percent) would purchase a home if they could put down a lower down payment.

"While many renters earn the income and have the credit required to buy a home, they have misconceptions about what it takes to become a homeowner, which is holding them back from buying a home or causing them to give up on their American dream," said CAR President Jared Martin. "Prospective first-time buyers should be aware that there are many down payment assistance programs offered by local housing agencies and low down payment programs from the Federal Housing Administration, U.S. Dept. of Agriculture and the Veterans Administration."

U.S. ECONOMY STILL ON SLOWING TRACK

National economic growth for 2019 continues to be forecast at 2.2 percent, down from 3.0 percent in 2018, according to Fannie Mae. The fading impact of last year's fiscal stimulus as well as slowing business investment and consumer spending were again identified as the primary drivers behind the expected sluggishness in GDP growth, but residential fixed investment is projected to rebound.

The second half of the year is expected to feature stronger economic growth as the real effects from the partial government shutdown and the fourth quarter stock market volatility wane amid dovish Federal Reserve policy.

Fannie Mae continues to project home sales in 2019 to hold steady at 2018 levels, supported by improved wage growth, slowing home price appreciation, and lower mortgage rates. Purchase mortgage origination volume is projected to rise moderately amid flat home sales and slower home price appreciation.

OWNER PERCEPTION OF HOME VALUES DROPPED 50% IN MARCH

QUICKEN LOANS' STUDY SHOWS APPRAISED VALUES 0.78% LOWER THAN HOMEOWNERS ESTIMATED IN MARCH

Homeowners' average estimate of their home's value stayed consistent in March, while appraised values dipped – widening the gap between the two more than 50 percent since February. In March, the average appraisal was 0.78 percent lower than homeowners expected, according to Quicken Loans' National Home Price Perception Index (HPPI), compared to the previous month when appraisers' opinions were 0.50 percent lower than what owners estimated.

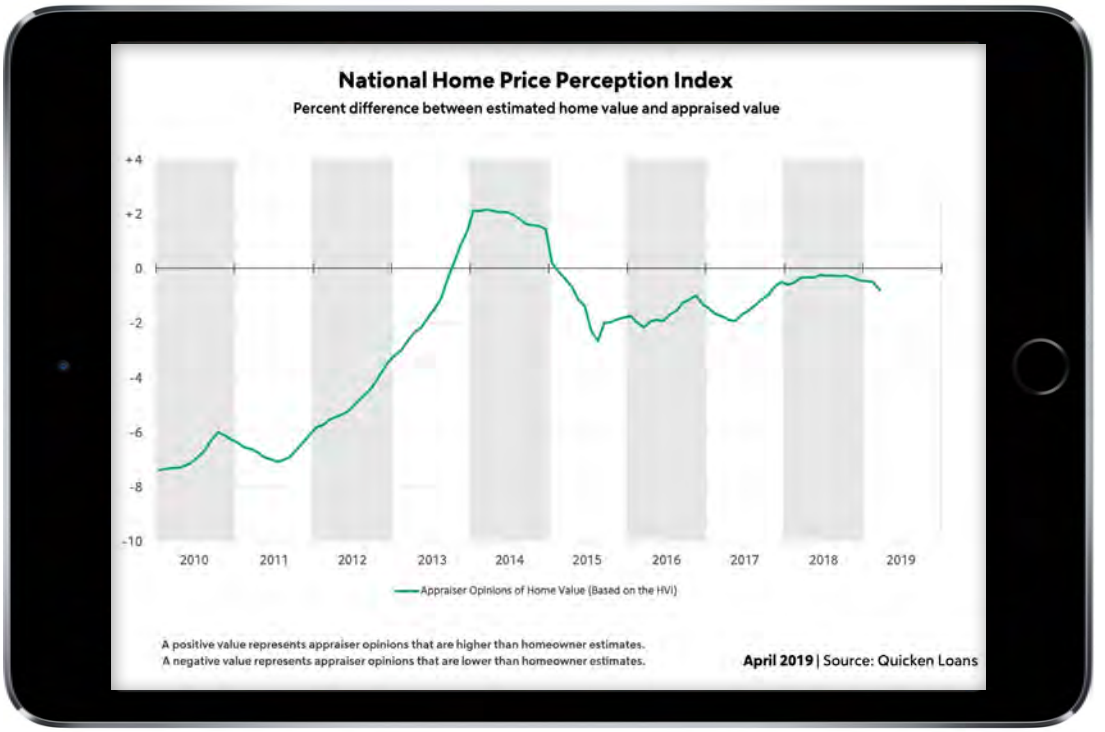
Despite the widening of the difference between homeowners' and appraisers' opinion in the National HPPI, owners shouldn't be too surprised in most of the country's metro areas. Nearly 60% of the areas measured received appraisals that were within 1 percent higher or lower than what was expected. Boston remains the top of the area where appraisals are coming back higher than estimated. On the flipside, Chicago continues to remain at the bottom of the list with the average appraisal nearly 2 percent less than the homeowner expected.

"This month's fluctuation in the HPPI was driven more by a dip in home values than a change in the owners' viewpoint. Homeowners are often reluctant to believe their house has lowered in value, even at a slight monthly fluctuation," said Bill Banfield, executive vice president of Quicken Capital Markets. "Depending on the area, appraised values are either growing at a much more measured pace, or have taken a step back from their meteoric rise. Homeowners are usually slower to realize change – in either direction – than the appraisers who study the market on a daily basis. This can lead to a slight widening of the perception gap when there is a turn in the market."

The National Home Value Index (HVI) reported appraisal values dipped 0.20 percent from February to March. Home values continued to grow annually, rising 3.37 percent year-over-year. This is a slowdown from the growth in February, when appraised values rose 5.47 percent year-over year.

At a regional level, home values followed a similar blueprint – making minuscule monthly moves, and modest annual increases. The least-performing area was the South, with a 1.45 percent dip in appraisal values. The largest month-to-month growth was in the West, where home values increased 0.79 percent. The annual growth ranged from a 2.19 percent year-over-year increase in appraisal values in the West, to a 4.11 percent annual rise the Midwest. These are much more modest increases than we have seen over the last few years, but more in line with inflation and wage growth.

"Some of the rampant buyer demand that we've seen over the last few years has subsided because of the affordability issues many areas are having, driven by a lack of availability," said Banfield. "Would-be buyers have decided to sit on the sidelines to see if more home inventory becomes available at the price-points where they're shopping. The entire housing industry is watching to see what will happen in the coming months – whether owners and builders will provide the home inventory the buyers have been waiting for, amid the recent drop in interest rates."



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California Mortgage Expo
For Golden State Mortgage Pros

CONFERENCE GUIDE THURSDAY, MAY 9

7:30 am
REGISTRATION OPENS

8:00 a.m. – 8:45 a.m.

FINDING OPPORTUNITY IN REVERSE
Quicken Loans Main Stage
Are you prepared for one of the fastest growing origination opportunities? Loan origination activities for 2019 continue to reflect the fastest growing homeowner demographic, as 10,000 or more Americans reach age 62, needing specific retirement planning and resource tools as components to a financial longevity strategy. Today's Home Equity Conversion Mortgage will be one of those important components for many. Are you prepared to address the lending needs of older Americans with loan programs, product education, staffing and a marketing plan? Do you need to fast track this demographic to increase your potential growth and marketshare objectives? Let's expedite the discussion and begin a pathway to this growing origination opportunity. Presented by **Ralph Rosyneck**, SVP of Moneyhouse.

8:45 a.m. – 9:30 a.m.

DOMINATE BY BEING DIFFERENT IN 2019
Quicken Loans Main Stage
Allen Beydoun, Executive Vice President of United Wholesale Mortgage, will be sharing exclusive strategies for how originators can obtain and retain purchase business.
This session is packed with hard-hitting relevant tips and techniques to keep you top of mind with Real Estate Agents, your clients and referrals.

9:30 am – 10:15 am
Concurrent Sessions

WHY NON-QM SHOULD BE PART OF YOUR ORIGINATION MIX

Garden Room C
Times are different today and so is alternative lending. In this informative session, you'll learn what alternative lending means now and why you shouldn't ignore non-agency options. With the refi market drying up and overall originations expected to be lower this year, lenders are being forced to find new ways to produce volume. With growth potential of over $100 billion in annual originations, lenders who avoid the non-agency market do so at their own peril. By offering non-agency products, lenders can break into an untapped market, increase their reach and help millions of underserved American homebuyers find a mortgage that fits their needs – ultimately growing their business. Learning Objectives, presented by **Eric Morgenson** of Angel Oak Mortgage Solutions, include understanding:

- How today's non-prime/non-agency market is completely different than the sub-prime of old
- What programs are available to help challenging borrowers
- How to identify and reach potential non-QM borrowers
- How to qualify and actively market to them to add volume
- How to use alternative lending to successfully differentiate yourself

Quicken Loans Mortgage Services

MARKETING IDEA LAB SCHEDULE

9:00 a.m.	**QLMS Marketing Idea Lab Open**
9:30 – 9:45 a.m.	Website and SEO, Chelsea Figurski
10:30 – 10:45 a.m.	Email Best Practices, Katy Morrison
11:30 – 11:45 a.m.	Social Media, Ashley Craig
12:30 – 12:45 p.m.	Website and SEO, Chelsea Figurski
1:30 – 1:45 p.m.	Email Best Practices, Katy Morrison
2:30 – 2:45 p.m.	Social Media, Ashley Craig
4:00 p.m.	**QLMS Marketing Idea Lab Close**

CONFERENCE GUIDE
THURSDAY, MAY 9

BOOST YOUR BUSINESS WITH FIX-AND-FLIP LOANSAND PRIVATE LENDING
Quicken Loans Main Stage

With home flipping in the U.S. at a 10-year high, there has never been a better time to expand your product offerings. Private lending offers lucrative options for fix & flip deals and other real estate investing scenarios that don't fit traditional guidelines. In this session, **Stephen Ballard** of RCN Capital will teach you how to:

- Identify profitable solutions for some of your most commonly overlooked leads
- Leverage fix & flip loans and other private lending products to make more money now
- Best present yourself and your borrower to a private lender

Interested in tapping into a wealth of new business? Don't miss this break-out session.

10:15 a.m. – 11:00 a.m.
BREAK WITH EXHIBITORS

11:15 am – Noon
DEALING WITH THE ROCKET REVOLUTION:
HOW TO SEE THE DIGITAL DISRUPTION COMING FOR MORTGAGE LENDING
Quicken Loans Main Stage

Get more competitive in the age of the digital shift. **Tracey Cox**, QLMS Director of Marketing and Business Channel Strategy shares her expertise and shows you how to win locally in a digital world. Learn how to effectively solve customer problems and enhance your marketing without a big budget. Discover best practices and great tips for service, marketing, technology and building partnerships. Tracey will introduce impactful and cost effective ways to reach your audience and grow your business. Bring your questions because this is an interactive presentation.

12:00 pm – 1:00 pm
BUFFET LUNCH INSIDE EXHIBIT HALL

1:00 – 1:45 pm
Concurrent Sessions

UNTAPPED OPPORTUNITY – RENTAL LOANS
Garden Room C

Why it's smart to shift your focus to serving real estate investors using commercial loans and how to underwrite their deals. If you're like most originators, you may be wondering how you can stay afloat while refinances and overall originations continue to sink. The good news is you can make a shift that may not only keep your head above water, but help you make MORE money than you did in the retail market. **Matt Matza's** learning objectives include:

- How commercial loans can save you time and stress and make you more money
- Why you should work with investor borrowers and how to find them
- How to underwrite commercial loans for investor borrowers

MAXIMIZE YOUR SOCIAL MEDIA ACTIVITY AND RETURN AT THE BEST RATE FOR YOUR BUSINESS
Quicken Loans Main Stage

Attendees will learn how to maximize their online attention using their Social Media accounts, generating new leads while eliminating credit report cost! This is a must-see event that delivers solutions on multiple fronts…

- Increase Sales and Marketing on line
- Maximize and grow your Social Media following across multiple accounts with very little effort
- Increase your website's traffic using Social Media to generate leads and sales.
- Lower Cost on your Marketing Budget and Credit reports

Presented by **Ben Derouchie**, Sr. Account Executive, Avantus and **Chris Carter**, President, Market Focus

CONFERENCE GUIDE
THURSDAY, MAY 9

1:45 pm – 2:30 pm
Concurrent Sessions

MORTGAGE TECHNOLOGY ROUNDTABLE
Quicken Loans Main Stage
We're bringing together some of the industry top mortgage technology providers to look at systems that will boost originations and drive the mortgage industry going forward.

HOW TO MAKE SMALL BALANCE LOANS BIG BUSINESS
Garden Room C

With a slowdown in the traditional purchase market, it's time to start thinking about providing investment property loans for residential 1-4, multi-family, mixed-use and small balance commercial properties. By focusing more on the property's value and revenue-generating potential rather than the borrower's personal income and credit, asset-based investment property loans enable originators to meet the unique needs of real estate investors who are tough to qualify, including W-2 employees, self-employed entrepreneurs and small business owners. Because every borrower, even the extraordinary ones, deserves an opportunity. Presented by **Jason Haye** of Velocity Mortgage Capital.

2:30 pm – 2:45 pm
LAST CHANCE WITH EXHIBITORS
RAFFLE PRIZES ANNOUNCED

2:45 pm – 3:30 pm
WILL TECHNOLOGY KILL THE INDEPENDENT MORTGAGE BROKER?
Quicken Loans Main Stage

Only an open and honest exchange of ideas to improve your business should be expected!
• Learn how you can "surpass your competition" by doing more loans with technology instead of becoming obsolete.
• Be ready to hear the "Whole-Tale" of Wholesale Lending

Allen Middleman is Senior Vice President at Freedom Mortgage with the Freedom Wholesale Division. Mr. Middleman has responsibilities including guiding Freedom Wholesale's InTouch Group which provides customized experiences for the InTouch Broker within the Freedom Wholesale Environment.

FRIDAY, MAY 10

COMPLETE 8-HOUR NMLS COURSE
Fulfill your complete 8 hour continuing education requirements for your NMLS license renewal! This is a separately-ticketed bonus offering. Make the most of your time this year by getting all your federally-required CE at the expo, in addition to a conference full of networking, education, opportunities and prizes. Continuing Education course provided by Mortgage Educators & Compliance.

Important Note: You must take the entire 8 hour class to qualify for credit. We cannot give partial credit. In addition to pre-registration, in order to qualify for admission to the free NMLS License Renewal Class, you must have attended the expo and had your Exhibit Hall passport marked by all exhibitors. Only one Exhibit Hall passport given per person.

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SUNCOAST MORTGAGE EXPO

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CONFERENCE GUIDE
TUESDAY, MAY 21

PRESENTING SPONSOR
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UNITED WHOLESALE MORTGAGE

7:30 a.m.
REGISTRATION OPENS

8:00 a.m. – 8:45 a.m.
FINDING OPPORTUNITY IN REVERSE
Are you prepared for one of the fastest growing origination opportunities? Loan origination activities for 2019 continue to reflect the fastest growing homeowner demographic, as 10,000 or more Americans reach age 62, needing specific retirement planning and resource tools as components to a financial longevity strategy. Today's Home Equity Conversion Mortgage will be one of those important components for many. Are you prepared to address the lending needs of older Americans with loan programs, product education, staffing and a marketing plan? Do you need to fast track this demographic to increase your potential growth and marketshare objectives? Let's expedite the discussion and begin a pathway to this growing origination opportunity.
Presented by **Ralph Rosyneck**, SVP of Moneyhouse.

8:45 a.m. – 9:30 a.m.
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Why it's smart to shift your focus to serving real estate investors using commercial loans and how to underwrite their deals. If you're like most originators, you may be wondering how you can stay afloat while refinances and overall originations continue to sink. The good news is you can make a shift that may not only keep your head above water, but help you make MORE money than you did in the retail market. **Matt Matza's** learning objectives include:
• How commercial loans can save you time and stress and make you more money
• Why you should work with investor borrowers and how to find them
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9:30 a.m. – 10:15 a.m.
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Presented by **John Jeanmonod**, regional sales manager for Angel Oak Mortgage Solutions.

Learning Objectives include understanding:
• How today's non-prime/non-agency market is completely different than the sub-prime of old
• What programs are available to help challenging borrowers
• How to identify and reach potential non-QM borrowers
• How to qualify and actively market to them to add volume
• How to use alternative lending to successfully differentiate yourself

SUNCOAST MORTGAGE EXPO

CONFERENCE GUIDE
TUESDAY, MAY 21

10:15 a.m. – 11:00 a.m.
BREAK WITH EXHIBITORS

11:15 a.m. – Noon
DOMINATE BY BEING DIFFERENT IN 2019
Allen Beydoun, Executive Vice President of United Wholesale Mortgage, will be sharing exclusive strategies for how originators can obtain and retain purchase business. This session is packed with hard-hitting relevant tips and techniques to keep you top of mind with Real Estate Agents, your clients and referrals.

12:00 p.m. – 12:30 p.m.
BUFFET LUNCH INSIDE EXHIBIT HALL

12:30 p.m. – 1:15 p.m.
WILL TECHNOLOGY KILL THE INDEPENDENT MORTGAGE BROKER?
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• Learn how you can “surpass your competition” by doing more loans with technology instead of becoming obsolete.
• Be ready to hear the “Whole-Tale” of Wholesale Lending

Presented by **Allen Middleman**, Senior Vice President at Freedom Mortgage with the Freedom Wholesale Division. Mr. Middleman has responsibilities including guiding Freedom Wholesale’s InTouch Group which provides customized experiences for the InTouch Broker within the Freedom Wholesale Environment.

2:00 p.m. – 2:15 p.m.
LAST CHANCE WITH EXHIBITORS
RAFFLE PRIZES ANNOUNCED

WEDNESDAY, MAY 22

COMPLETE 8-HOUR NMLS COURSE
Optional — Must Pre-Register

Fulfill your complete 8 hour continuing education requirements for your NMLS license renewal! This is a separately-ticketed bonus offering. Make the most of your time this year by getting all your federally-required CE at the expo, in addition to a conference full of networking, education, opportunities and prizes. Continuing Education course provided by Mortgage Educators & Compliance.

Important Note: You must take the entire 8 hour class to qualify for credit. We cannot give partial credit. In addition to pre-registration, in order to qualify for admission to the free NMLS License Renewal Class, you must have attended the expo and had your Exhibit Hall passport marked by all exhibitors. Only one Exhibit Hall passport given per person.

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THE ROAD WARRIOR

THE FAMILY YOU BUILD WITH BROKERS

By **NICK ROBERSON,** Special to Originator Connect Magazine

It's so nice to see such a huge increase in broker activity again. I cannot remember the last time I have seen this much excitement in the mortgage industry. The last few conferences I have attended, which were geared toward mortgage brokers, were incredibly well attended. The best part is we are seeing this increase all across the country.

I have been attending mortgage conferences for many years now. Being on the mortgage service provider side of the business, in appraisal management, I am often asked by the brokers why I'm there. After all, mortgage brokers cannot pick their AMCs. To which I always reply: you have more power than you think.

My focus has always been on education and the fact that knowledge is power. Educating brokers on how to deal with our end of the business can only make things easier for them, and ultimately easier for our clients.

The trick on my end is keeping someone awake long enough for them to soak up the information.

Real estate appraisal is not exactly riveting subject matter, although, it is a fairly decent cure for insomnia. On the flip side of that coin, there is no better way for me to learn about their needs than to ask them personally. Attending these conferences has the added bonus of the opportunity to soak up education in the many breakout sessions. There are few places where one can acquire as much industry information, in such a short period of time as one of these mortgage conferences. Plus, I get to meet an extremely diverse group of people.

The next time you attend a conference, spend a moment actually getting to know the person you are shaking hands with to find out who they really are. Who knows, like I did, you might find an ex NHL hockey player who played with The Great One, a dancer who danced on stage in a Broadway production, or perhaps even a person who was a rockstar with videos on MTV. You know who you are, and you will always be a rock star to me.

IT'S A DATE

This is one of the reasons why I am always excited to check out a new conference schedule to see where my travels will take me. Not only am I interested in what conferences are being held where, but I am also looking to see what companies will be attending. As any good sales person worth their salt knows, sales are as much about relationships as they are the services your company provides.

Now I am not talking about just being nice and putting on a friendly show. I am talking about real relationships, which in many cases become lifelong friendships. Some of the people I have met have become like family to me. I refer to them as my road family. You have the ones that play the role of uncle Bob or aunt Susan. You know the type, they walk in the room and everyone's mood is immediately lifted and the party is on. You just can't help but love them. I am still trying to figure out how uncle Bob manages to keep the party going all night long and be fresh as a daisy the next morning.

You have the crazy cousins, most likely the ones like cousin Dino who talked you into getting up on stage at the Cat's Meow in New Orleans, while attending the Ultimate Mortgage Expo, to sing Soul Man. Not that I would know anything about that.

And who could forget those all-important siblings? You know the people who always have your back. Like when you are at a conference in Park City and realize the one thing this beautiful venue does not have is oxygen, but your brothers and sisters are there with the assurances that you're not dying as you fight for breath while walking up Main Street to dinner.

Yes, the road family is not just a group of associates and clients. Like a family, they make these conferences with their long days, never-ending nights, and arduous travel a little bit easier. Of course, it is worth noting that perhaps cousin Dino is better suited for those short one-day conferences. One thing I have learned after all these years, a little time with cousin Dino goes a long long way.

Nick Roberson is an account executive for Appraisal Nation, and travels the country incessantly.

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