



Satisfaction Rating

**94**

NPS Score

**85**

### Key Behaviors

- ▶ My Mortgage Co.’s Q4 behavioral metrics show a two-point gain in Satisfaction from Q3 (92) which is four points higher than the National Average (90).
- ▶ The Net Promoter Score (NPS) saw a two-point gain from Q3’s 83 to 85 for Q4. You are nine points above the National Average (76).
- ▶ In the category of Likelihood to Recommend, 94 percent of 985 responding borrowers gave you a nine or ten when asked their Likelihood to Recommend. This is two points above Q3 (92), and three points above the National Average of 91.

	My Mortgage Co. Q4 2014	National Benchmark Q4 2014	My Mortgage Co. Q4 compared to National Q4
<b>Sample Size</b>	<b>956</b>	<b>32,066</b>	
<b>Satisfaction</b>	<b>94</b>	<b>90</b>	<b>4</b>
<b>Likelihood to Use Again</b>	<b>95</b>	<b>91</b>	<b>4</b>
<b>Likelihood to Comment</b>	<b>72</b>	<b>71</b>	<b>1</b>
<b>Likelihood to Recommend</b>	<b>94</b>	<b>91</b>	<b>3</b>
<b>Net Promoter Score</b>	<b>85</b>	<b>76</b>	<b>9</b>

### Performance Metrics

- ▶ Your highest impact category, Loan Officer (2.4 impact) remained steady at 96 and is one point higher than the National Average. Application Process (1.5 impact score), also remained steady at 92 and is now two points above your peers (90).

These are the categories most responsible for your overall SAT and NPS scores, and should continue to be monitored closely.

- ▶ Below you can see Q4 performance by Region. Region 6 is of particular interest, with the lowest Satisfaction Score and NPS.

Attribute Table	Qtr 4, 2017					
	Region 5	Region 4	Region 3	Region 2	Region 1	Region 6
Sample Size	16	348	360	179	129	72
Loan Officer	95	96	97	96	96	94
Loan Processor	87	94	94	94	94	91
Application Process	90	93	93	92	91	84
Loan Products	93	94	94	92	93	95
Closing	94	96	95	95	93	91
Costs	87	88	88	85	86	83
Satisfaction	92	94	94	92	91	87
Net Promoter Score	87	85	87	87	82	65



Attribute Table	Qtr 4, 2017						
	LO One	LO Two	LO Three	LO Four	LO Five	LO Six	LO Seven
Sample Size	13	13	6	6	10	8	9
Loan Officer	98	97	97	97	92	94	82
Loan Processor	94	99	96	96	82	92	78
Application Process	90	86	90	90	85	76	72
Loan Products	96	96	95	95	97	99	80
Closing	92	96	97	97	92	93	72
Costs	87	89	87	87	77	88	60
Satisfaction	92	93	97	97	83	85	59
Net Promoter Score	77	92	100	100	60	57	-

- ▶ Drilling down further into Region 6, it is evident that not all LOs are struggling. The three LOs noted above appear to be driving scores down for the group. **Note:** A "dash" indicates negative NPS, which means there are more people bad-mouthing you than promoting you.

Attribute Table	Qtr 4, 2017	
	Expected	Not expected
Sample Size	4	5
Loan Officer	89	77
Loan Processor	77	79
Application Process	78	67
Loan Products	79	80
Closing	87	60
Costs	68	53
Satisfaction	84	39

- ▶ Drilling down into LO Seven’s individual performance, we can see that on five of nine loans this quarter, borrowers stated they did not close at expected rates and fees, dropping satisfaction from 84 to 39.
- ▶ These are the types of teaching opportunities that can help your overall satisfaction scores improve rapidly.

- ▶ Your closing fees were as expected 91 percent of the time, but when they were not (80 borrowers) Satisfaction fell from 94 to 79.
- ▶ Borrowers stated that they were contacted prior to closing 90 percent of the time, but when they were not (55 borrowers), Satisfaction fell significantly, from 94 to 67.



## Biggest Gains & Losses

- ▶ You had a few **gains** this quarter, the most notable being a one-point gain in Loan Products and a two-point gain in the Cost category.
- ▶ Your most **notable loss** was in the Appraisal Process category which saw a three-point drop to 91 from 94 in Q3. There were small losses in subcategories for the Loan Processor and Closing categories. Fortunately, these losses did not impact the overall scores for these categories.

## Response Rates

- ▶ My Mortgage Co. was below peers on response rate with 22.2 percent vs 30.1 percent for the National Average.
- ▶ My Mortgage Co. had 1363 surveys started and 1202 completed (88.2%).

## Portal Usage

- ▶ Portal usage is below average vs. peers with 51 total logins in Q4.
- ▶ Seven users signed on during the quarter.



## National Benchmark Insights – Credit Scores

- ▶ According to data from 23,731 respondents in Q4, there appears to be a correlation between credit score and satisfaction with the loan process, with satisfaction decreasing as credit scores increase.
- ▶ We surmise that this correlation is in part due to expectations for a quick and easy process held by high credit borrowers who are disappointed when the process is not quick and easy, especially when it comes to being asked to provide additional documentation.
- ▶ The National Benchmark shows a seven-point difference between the lowest and highest credit ranges, and My Mortgage Co. shows a slightly larger difference of nine points.

### National Benchmark

Attribute Title	Qtr 4, 2017 <span style="color:red">✘</span>				
	620 or less	621-680	681-720	721-760	Greater than 760
Sample Size	634	5010	4619	4963	8505
Net Promoter Score <span style="color:orange">➔</span>	81	79	79	77	74 <span style="color:orange">➔</span>

### My Mortgage Co.

Attribute Title	Qtr 4, 2017 <span style="color:red">✘</span>				
	620 or less	621-680	681-720	721-760	Greater than 760
Sample Size	28	233	212	247	419
Net Promoter <span style="color:orange">➔</span>	93	87	84	81	74 <span style="color:orange">➔</span>

## Highly Satisfied Customers - Recent Testimonials

Survey Date	Score	Comment - Final comment - good experience
11/29/17	100	LO Two helped with a refinance and our new home loan over about nine months. Her expertise and advice gave us financial freedom to not only pay for my dream wedding, but also purchase our dream home. She was an incredible advocate for us and made what can be a really stressful process so easy. We have already recommended her to friends and would work with her again in a minute. And I'll mention again - she's really fun!
10/16/17	100	See prior comments. I was very pleased with every aspect of the process.
10/14/17	100	In a word, smooth.
10/10/17	100	I couldn't have been more satisfied! I closed extremely quick and easy with no problems what so ever. Everyone I had contact with was friendly, quick and courteous. I will definitely refer to anyone whom I share my story with. very grateful to have had such an amazing experience! This is how home buying should be!
10/10/17	100	It was Great. Very Professional
10/10/17	100	LO Four did an excellent job! It was great working with her and all who were involved.
10/8/17	96	I was wary to go with a lender so far away from my physical location, but they were the best. I am totally satisfied!
10/7/17	100	Real professionals
10/7/17	100	Easy and stress free. A very nice and helpful staff!
10/7/17	100	I used a very popular online loan company at the very beginning, the process was very exhausting, I kept having to provide documents over and over again. When my realtor told me about cornerstone I wasn't sure it was going to be much different from my experience with the online mortgage company. I was wrong. The experience and customer service I received from cornerstone was amazing. I would highly recommend them to my friends and family and co workers.
10/7/17	96	I never realized how much money I was throwing away. LO Five was a welcomed presence. I am excited about saving money on my home. Lots of money.

## Dissatisfied Customers - Risk Mitigation

Survey Date	Score	Comment - Final comment – make experience better
10/12/17	15	I believe I addressed this in the previous comments. The team does not always know what the other members have done or said and this causes some confusion. One has to deal with too many people.
10/10/17	66	It still makes no sense to me why I needed all the additional documents about other owned properties that were fully paid for, including those HOA fees and letters associated with those properties.
10/3/17	0	We will contact with a letter in the near future detailing our very negative experience. It includes everything from multiple "technological difficulties" to last-second changes with no explanations to poor organization. We are hugely dissatisfied with our experience and regret our decision to accept our realtor's referral.
10/2/17	63	Better communication both internally and externally.
9/28/17	0	I think it may have been a better experience if I had worked with a loan officer other than LO Three from the start. I hope that her carelessness and unprofessionalism is addressed with her.
9/28/17	66	Thank you !
9/25/17	70	LO One was great, but the others involved did not make me confident that our situation was understood. Another example: the contract to purchase was in my name and my husband's name.. however the mortgage was on in my name. The original closing docs were only titled in my name. LO One corrected when asked, but the originator should have realized that the contract did not match the title request.
9/22/17	0	Better communication
9/18/17	37	personal phone calls
9/15/17	0	Many things...1. Do not wait until the night before the closing on June 30th to tell me that I have to switch loan types and the closing will be pushed. You knew a week before that there you did not have everything you needed for the closing. 2. Do not tell me the night before the 9/6/17 that I owe \$0, when in fact I owe more than \$800. 3. Do not have so many people involved in the process as it makes it confusing on who to contact. 4. You owe me \$ for my troubles, ie \$600 in storage rentals, over \$1500 for having to pay movers twice. 5. When you send the wiring amount, make sure you send the account information on where to wire the \$ to.