

Mortgage Metrics Matter

**SELECT HIGHLIGHTS FROM 2017
TECHNOLOGY INSIGHT SURVEY**

AN EXCERPT FROM
STRATMOR
INSIGHTS

Mortgage Metrics Matter



TECHNOLOGY INSIGHT SURVEY

SELECT RESULTS FROM THE 2017 TECHNOLOGY INSIGHT SURVEY

STRATMOR's 2017 Technology Insight Survey (TIS) captures and consolidates incisive information provided by more than 200 lenders about Commercial-off-the-shelf ("COTS") and proprietary Loan Origination Systems (LOS) and the scope of available functionality they provide.

The 2017 TIS Report covers the following topics in addition to detailed lender feedback on 12 unique Loan Origination systems including satisfaction, user experience and a functionality assessment:

- LOS Market Share
- Overall Satisfaction
- User Experience
- Implementation Experience
- Expenditures
- Required Resources

The 2017 Report also includes information on other mortgage technologies that work with an LOS throughout the process, such as:

- Lead Management/CRM
- Document Preparation
- Point of Sale
- Pricing Engine Software
- Fee Engines
- Closing Collaboration Software

SELECT RESULTS

CRM systems are gaining more and more attention from lenders with an increasing focus on customer experience. Lenders are actively seeking out tools and technologies that can help its sales force stay in contact with customers. Further, the longer life cycle of purchase loans gives greater importance to managing the customer contact and experience throughout the sales process.

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2017 TECHNOLOGY SURVEY

The following are select results from the 2017 Technology Survey

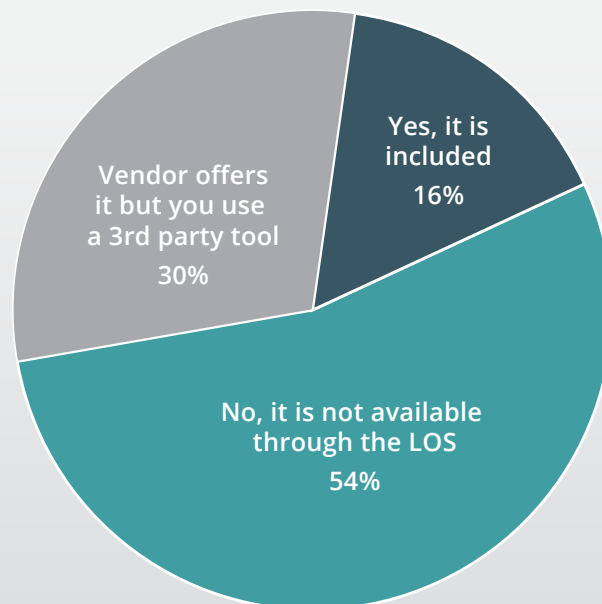
Q

Do lenders use the CRMs that are native to their LOS?

A

According to the 2017 STRATMOR Technology Insight Report, the majority of lenders (84 percent) use a third-party CRM solution. Roughly one-third of the lenders indicate that though their LOS includes CRM capabilities, they have chosen to use an ancillary system.

Lead Management / CRM



STRATMOR Technology Insight Survey, 2017. ©STRATMOR Group, 2017.

Unless LOS vendors further develop their CRMs and evangelize their CRM's capabilities to their clients, this space will be dominated by third party solutions.

To better understand which systems were offering CRMs that lenders use, we analyzed the results of this question by LOS. However, we did not find a clear pattern of LOS with strong CRMs that are used consistently by lenders versus LOS without CRM capabilities. For more than one system, we found that there were significant numbers of lenders who indicated that the LOS did offer CRM along with lenders who indicated that a CRM is not available. Further, no single LOS had more than 30 percent of lender users indicate that they use the native CRM capabilities.

This indicates that LOS vendors (as of 2017) have not been effective at creating and/or publicizing their native CRM capabilities. As lenders push for tools to help manage and enhance the customer experience, they will continue to seek out tools and technology solutions. Unless LOS vendors further develop their CRMs and evangelize their CRM's capabilities to their clients, this space will be dominated by third party solutions.

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2017 TECHNOLOGY SURVEY

Q

What third-party CRMs are lenders using to help manage customer contact?

A

SalesForce and Velocify rank at the top of the list for third-party CRMs. Both are more likely to be used both by large and mid-size lenders.

Lead Management / CRM Vendor Share			
	All Lenders	Large Lenders (over \$2B)	Mid-Size / Small Lenders (under \$2B)
SalesForce	21.6%	26.8%	19.0%
Velocify	18.4%	24.4%	15.5%
Top of Mind	15.2%	17.1%	14.3%
Proprietary	12.0%	9.8%	13.1%
Mortgage Returns	10.4%	4.9%	13.1%

STRATMOR Technology Insight Survey, 2017. ©STRATMOR Group, 2017.

Top of Mind and Mortgage Returns rank third and fifth overall but have a larger market share with the mid-size lenders.

Interestingly, proprietary systems rate fourth as systems in use, and these home-grown systems have a larger market share at mid-size lenders than at large lenders. In the LOS space, it is the largest of the large lenders who build and maintain proprietary systems. For CRMs, it appears that lenders of all sizes see the need for these tools and have dedicated resources to build custom solutions.

PARTICIPATE IN THE 2017 TECHNOLOGY INSIGHT SURVEY

Find out more about the 2017 Technology Insight Survey, including how to [purchase the full report here](#).

If you participated in the survey and do not have the participant code, contact us at technologyinsight@stratmorgroup.com.