

# Mortgage Metrics Matter

**ORIGINATOR CENSUS  
SELECT RESULTS FROM THE 2017  
ORIGINATOR CENSUS SURVEY**

AN EXCERPT FROM  
**STRATMOR  
INSIGHTS**



## ORIGINATOR CENSUS

*SELECT RESULTS FROM THE 2017 ORIGINATOR CENSUS SURVEY*

The more you can understand and measure the key attributes of your sales force, the better able you will be to proactively manage them. And more than anything else, a high performing sales force will improve the franchise value of your company.

STRATMOR's Originator Census Survey provides lenders with valuable insights into the makeup of their sales force and how it compares to peer lenders. In 2017, the results included input for more than nineteen thousand Retail Originators from Independent and Bank Owned/Affiliated mortgage companies ranging in size from under \$500 Million to over \$10 Billion in annual production. For the Fall update, STRATMOR also collected data for Consumer Direct Originators.

The following are select results from the 2017 Originator Census Survey.

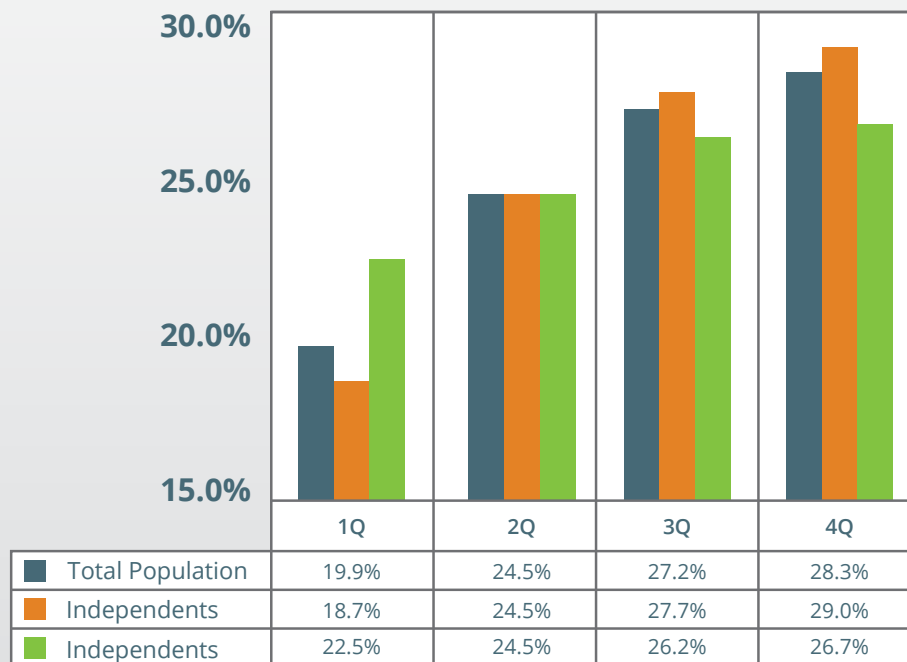
Q

**Does the time of year affect Originator turnover?**

A

Yes, in Retail, Originator turnover is highest in the fourth quarter. This holds true for both Banks and Independents. While Banks show a steadier turnover rate throughout the year, the Independents show significantly higher turnover in the last quarter.

### Timing of Turnover by Quarter



STRATMOR Originator Census Survey, 2017. ©STRATMOR Group, 2017.

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Are Independents more like Scrooge or like Santa? Are low performers at both Banks and Independents getting pink slips in their company holiday greetings? Our data says no. The spike in fourth quarter turnover in the Independents is led by the Originators. In fact, those Originators who turnover in fourth quarter have higher average production and overall longer tenure than the Originators who left in any of the other quarters.

This suggests that the Originators use the fourth quarter, which is traditionally a slower volume quarter, to look for new opportunities. Unlike other positions that pay annual bonuses at the end of the year or even in first quarter, Originators are paid monthly. They don't have an incentive to stay until those bonuses are paid.

Lenders interested in boosting Originator retention might consider including a portion of compensation that would be paid based on overall annual production. The promise of the payment of this "kicker" might be enough to keep Originators from shopping for new lenders during the holiday season.

### **PARTICIPATE IN THE 2018 ORIGINATOR CENSUS SURVEY**

When you participate in an Origination Census Survey, you receive a report that includes 15 pages of individualized results. The 2017 survey is now closed but the 2018 survey that will cover 2017 results will open in January 2018.

If you are interested in learning more about the survey or would like to participate, contact [originatorcensus@stratmorgroup.com](mailto:originatorcensus@stratmorgroup.com) or [click here](#) to register.