

Thriving in a new market: How banks are shifting their mortgage strategy to succeed.



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Welcome



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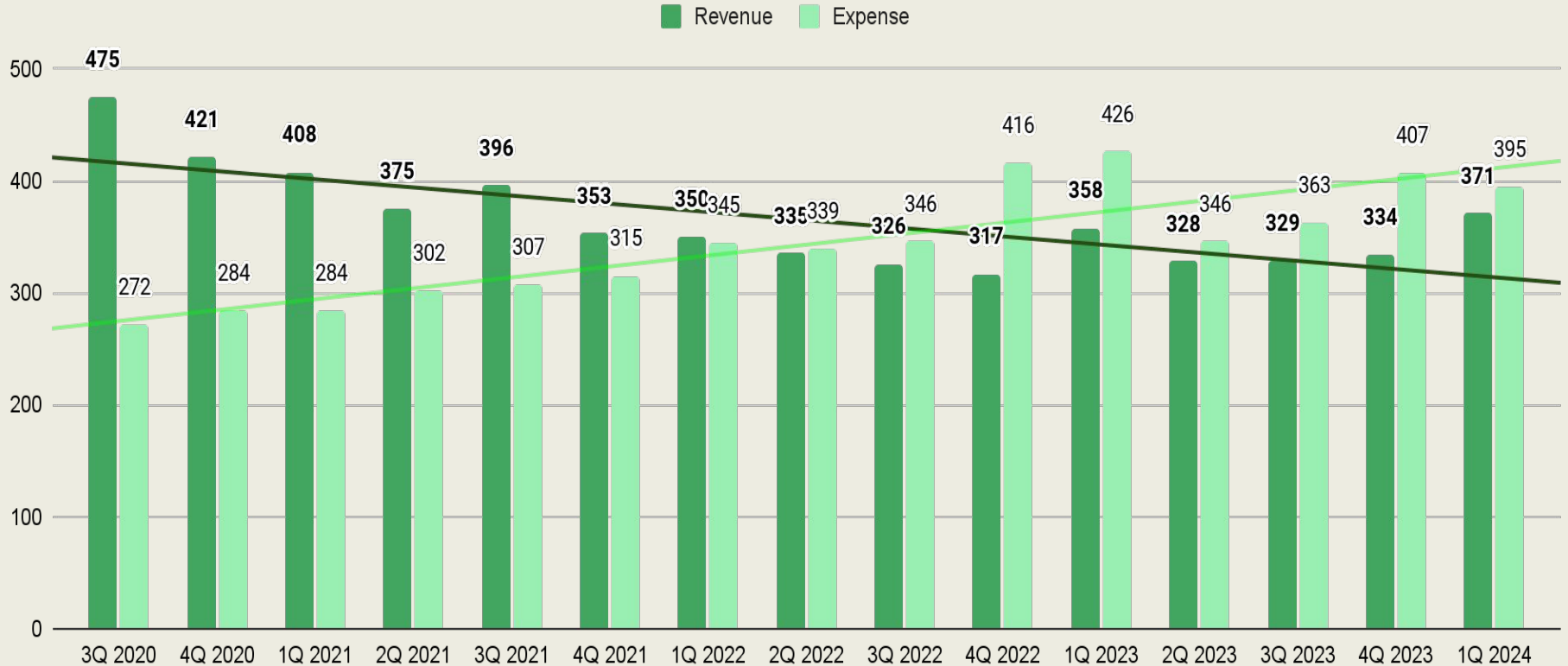
JOE CAMERIERI
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MD, PRIVATE LABEL
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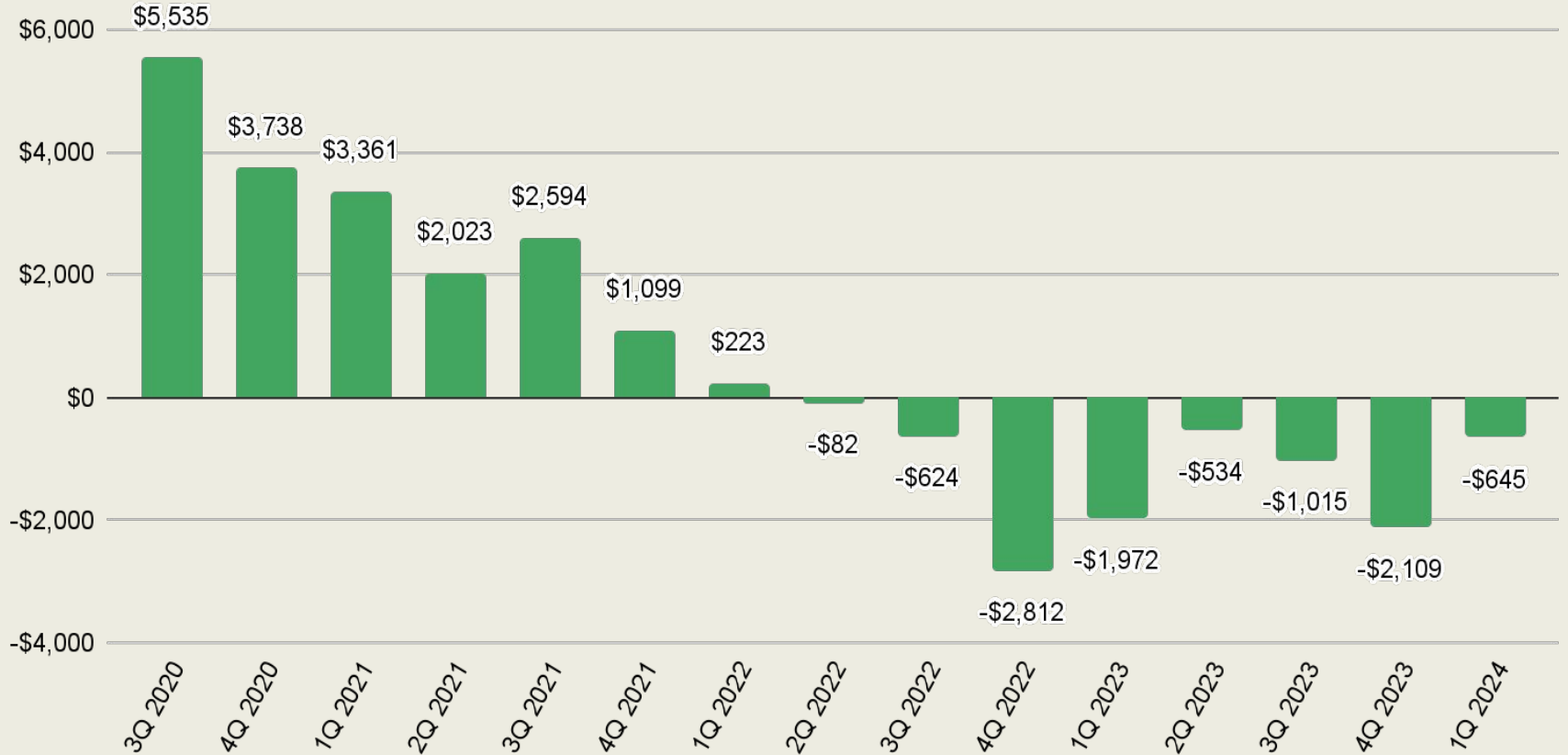
Revenue and Expense (bps per loan)

Source: MBA Q1 2024 Performance Report



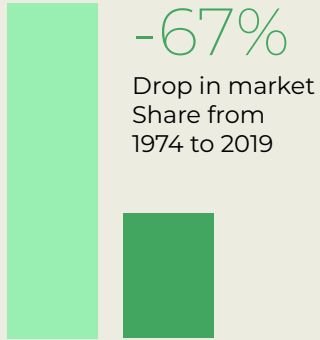
Net Production Income (\$ per loan)

Source: MBA Q1 2024 Performance Report

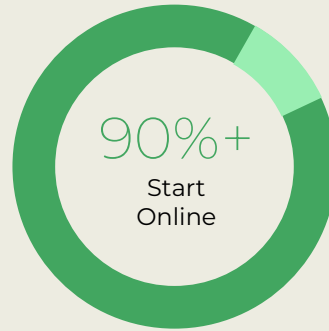


Mortgage industry trends

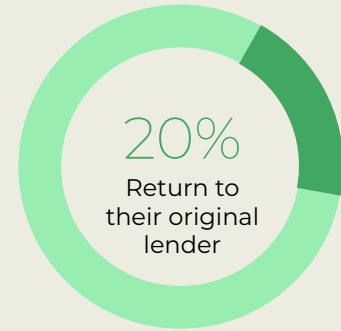
Source: QFS Consulting



Community Banks



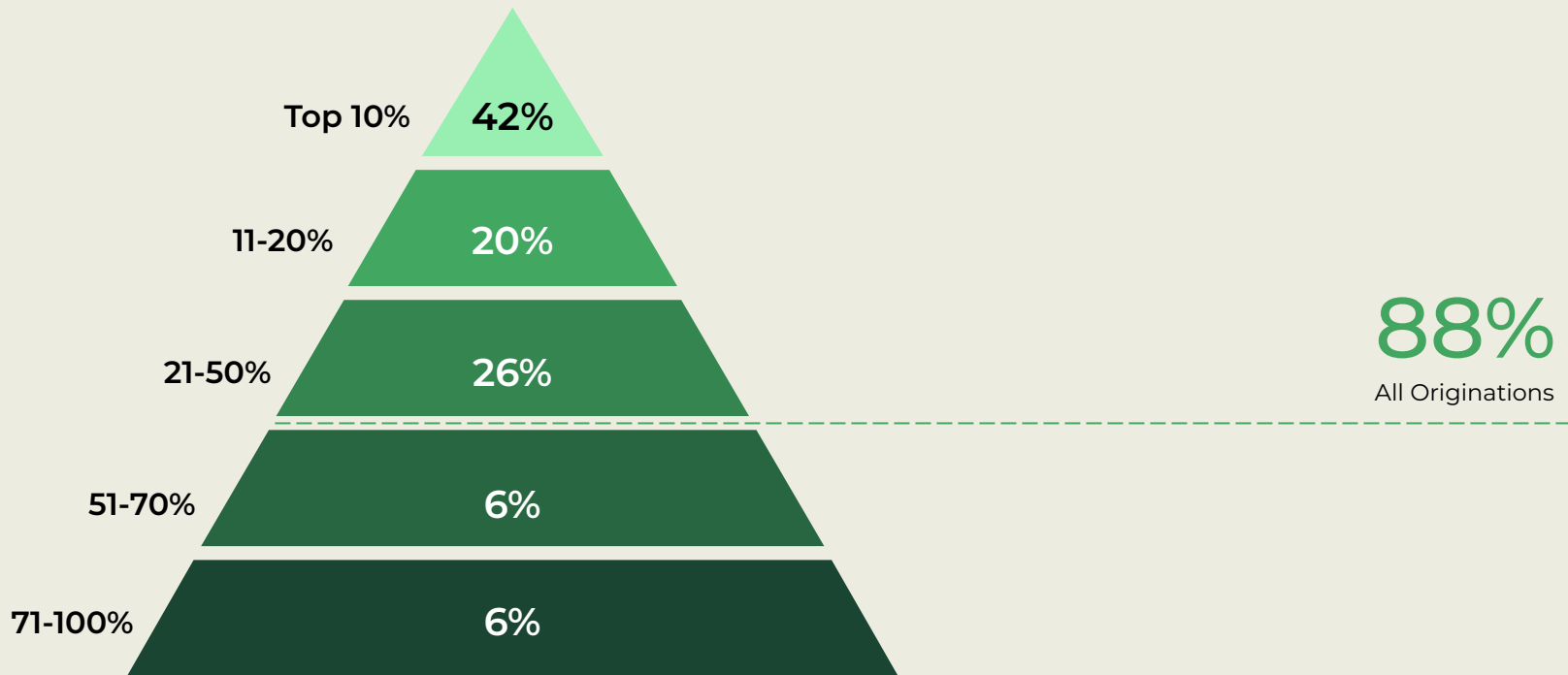
Borrower Journey



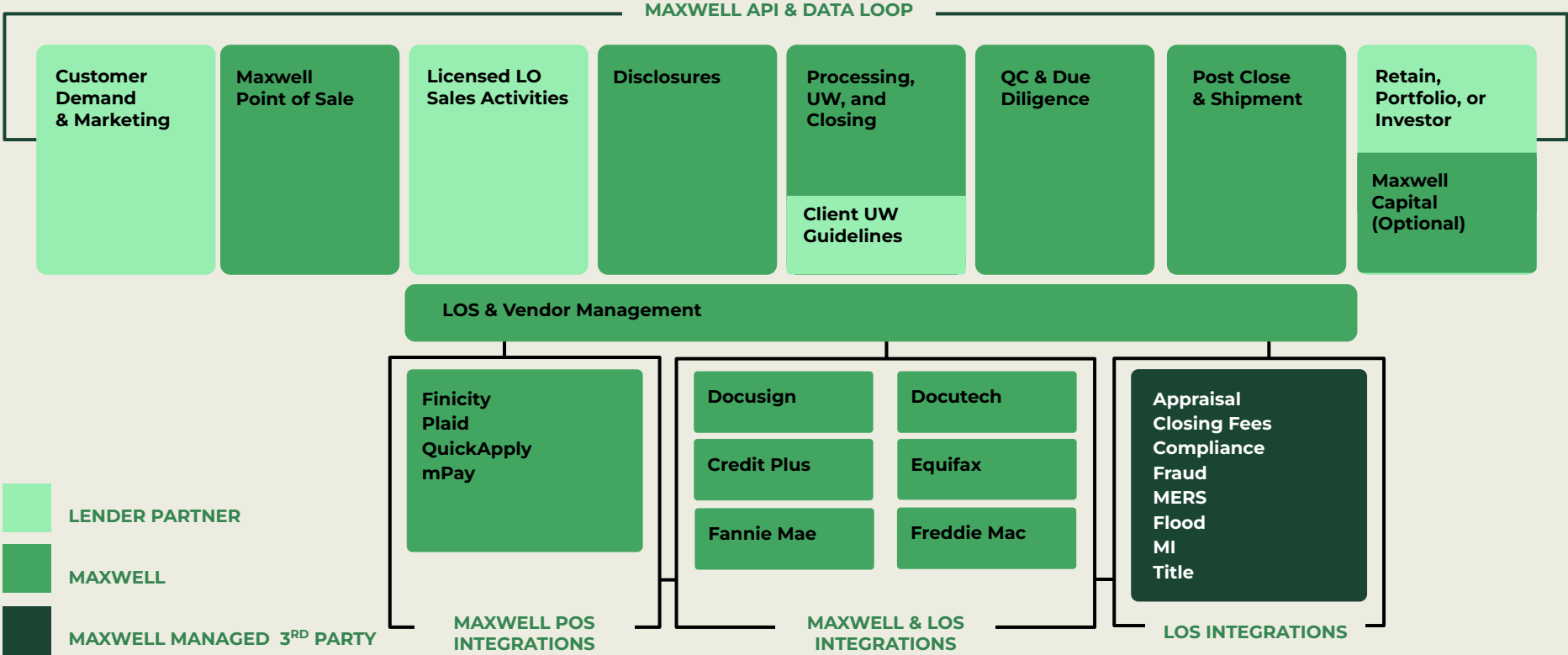
Borrower Retention

Loan Officer Success Pyramid

Units closed - % of total market | Source: QFS Consulting



Private Label: Outsourced mortgage operations



Q&A and Final Thoughts

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Thank you

