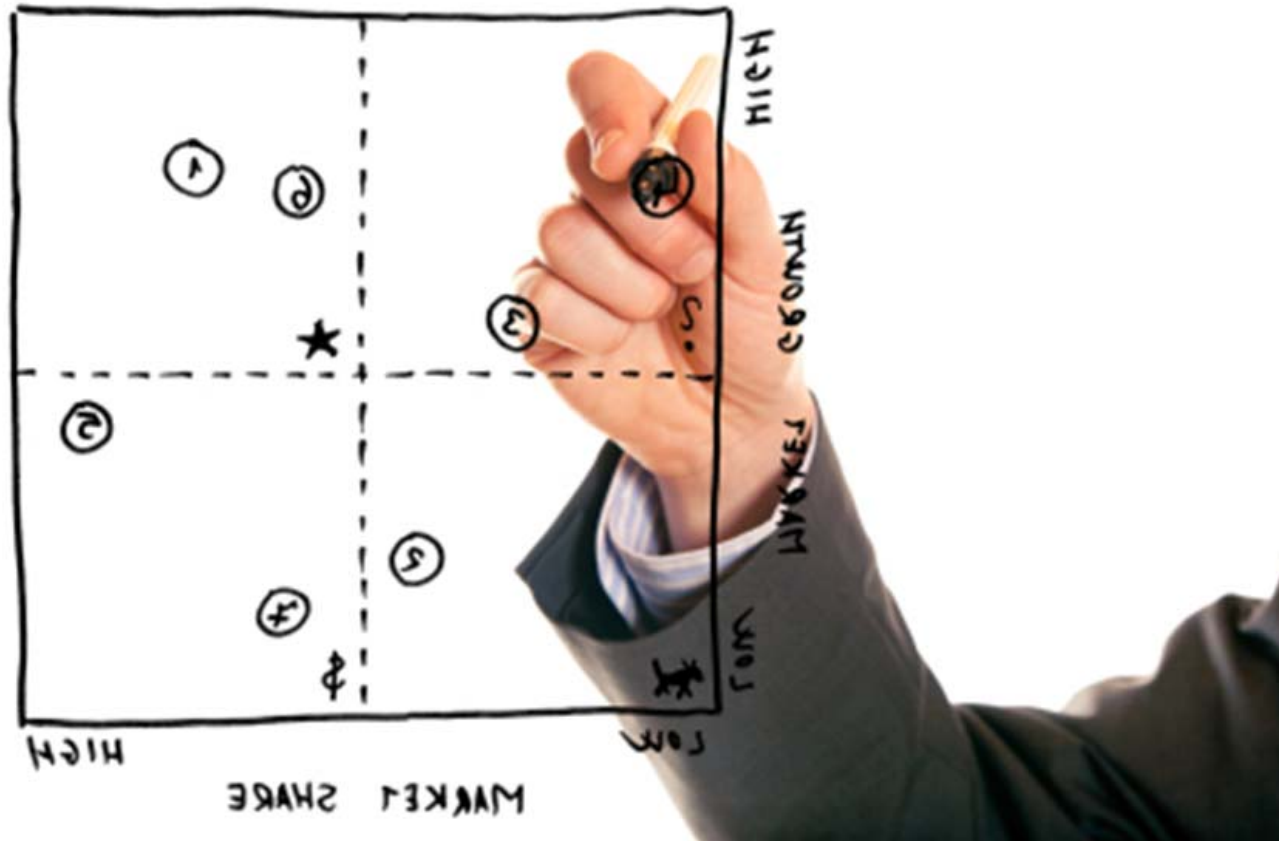
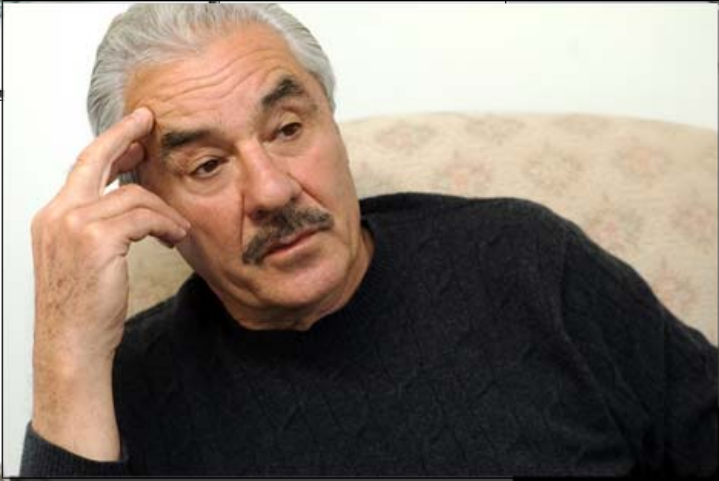


The value of market research in a Challenging Market





What is our biggest challenge?



Is it....

☐ Home values?

☐ Interest rates?

☐ Lack of equity?

Consider this...

- **We've only reached 2% of the potential market share**
- **The need is greater than ever**
- **Inflation will be more of a concern for those on fixed incomes**



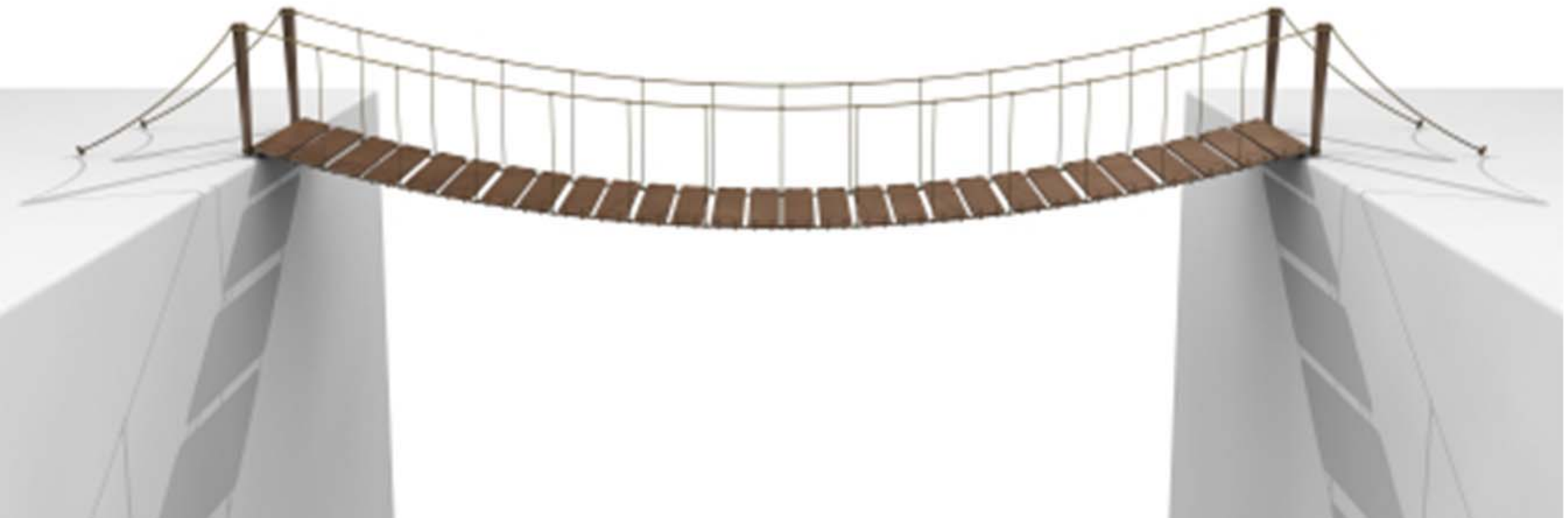
Bridging the gap

Fear

Knowledge

Denial

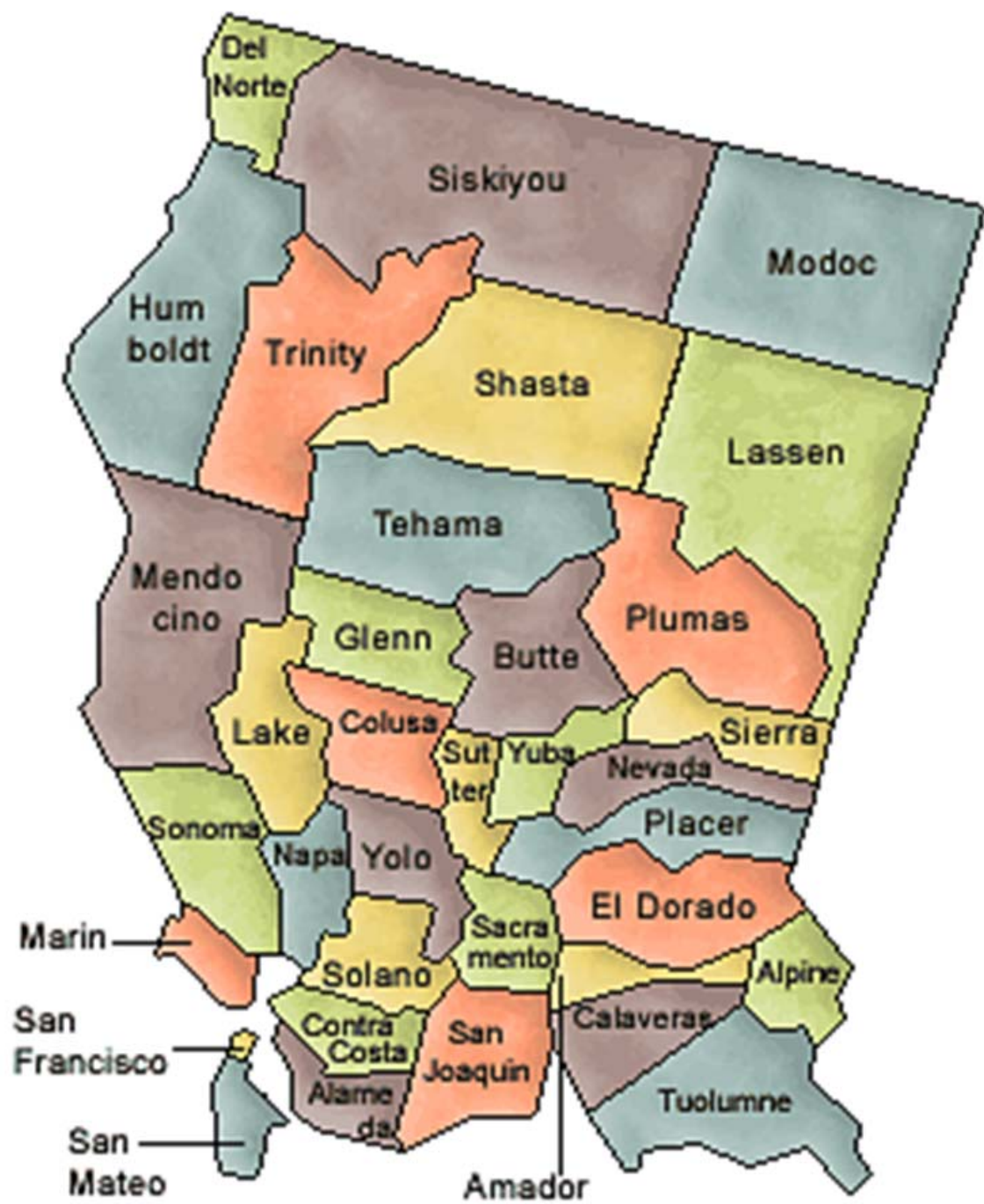
Awareness



First things first...

- **Overall considerations**
- **Home values**
- **Rural markets**
- **Increasing your reach**





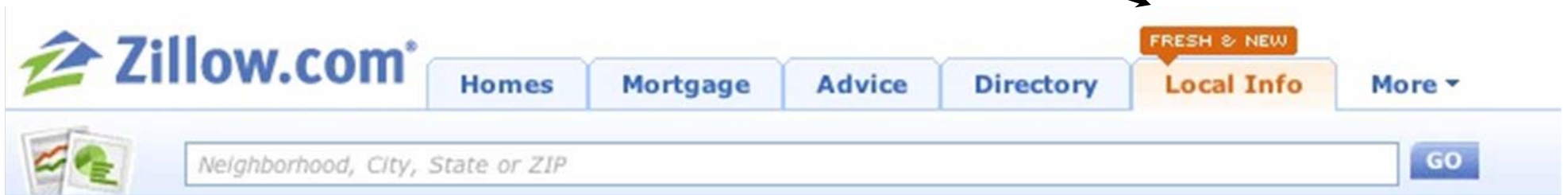
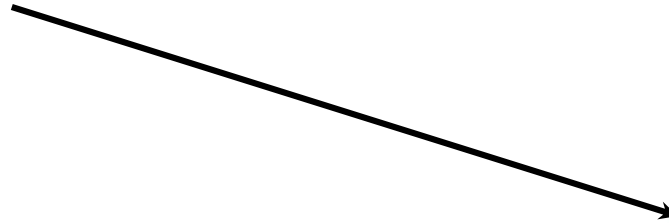
Home values



- **Research county values**
- **Avoid hard-hit areas**
- **Look for “pockets”**
- **Look for comps**
- **Tools available**

Home values

Start here...



Home values

Home Values

Zillow Home Value Index
 List price (\$)
 Sale price (\$)
 More metrics ▾

Time Period

1 year
 5 years
 10 years

Compare

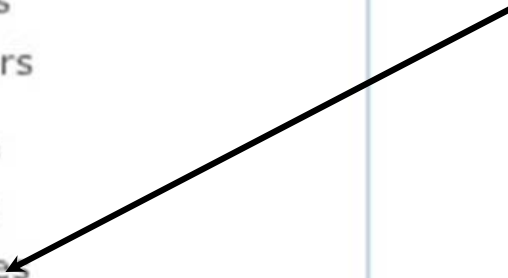
Metros
 Counties
 Cities

Filter

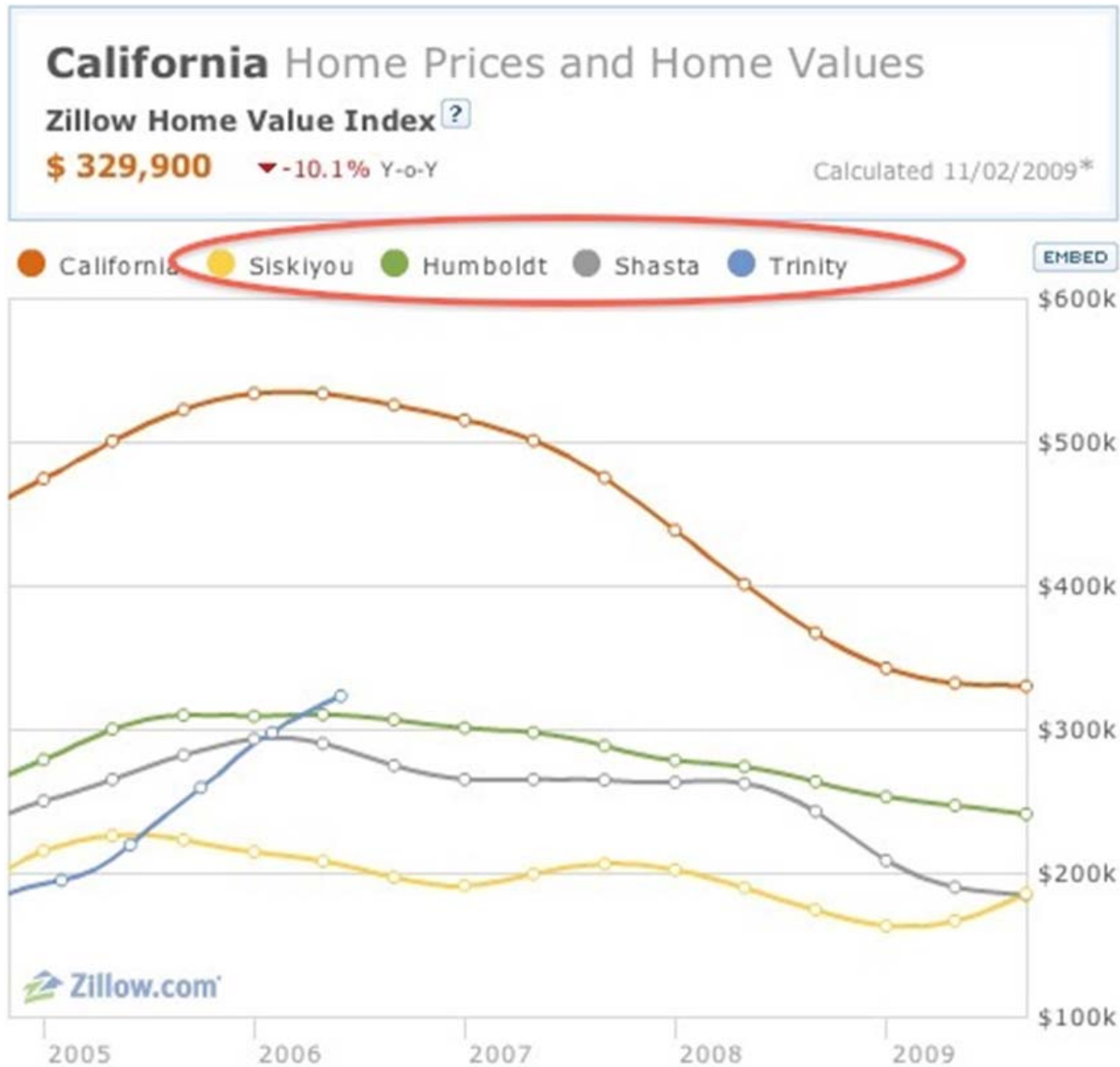
Home Type
Any ▾

No. of Bedrooms
Any ▾

County values



Home values



Home values

Tools

- FAQs
- Download full report**
- Download chart data
- Print page



Excel report!

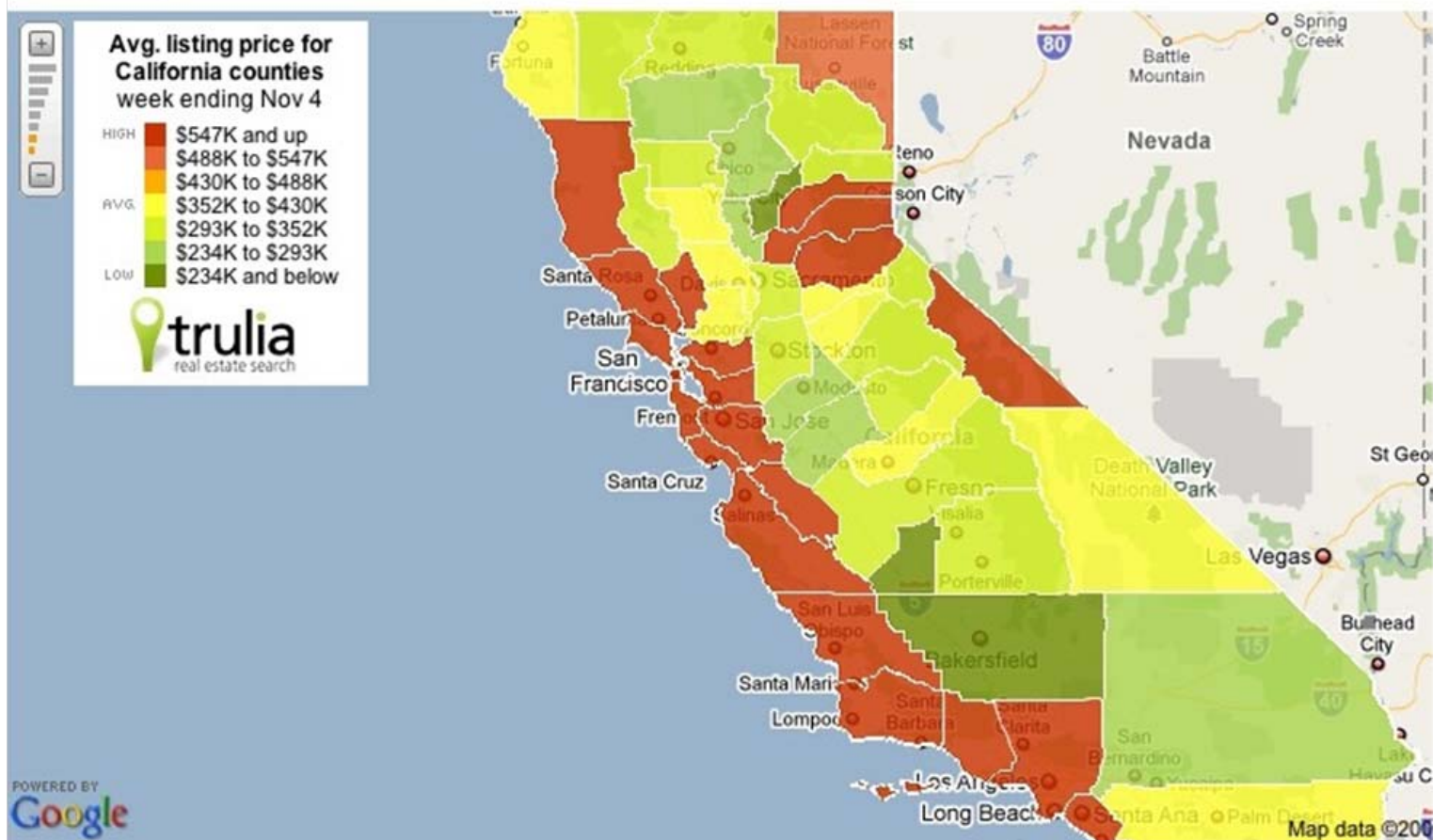
CA-counties-Report.xls																					
CA - All Homes			Zillow Home Value Index							Decreasing values (%)				Sold for loss (%)				Homes foreclosed (%)			
Statistic			Current	Month Over Month	Quarter Over Quarter	Year Over Year	5 Year Annualized	10 Year Annualized	Current	Month Over Month	Quarter Over Quarter	Year Over Year	Current	Month Over Month	Quarter Over Quarter	Year Over Year	Current	Month Over Month	Quarter Over Quarter	Year Over Year	
Region Name	Region Type	Type																			
4	Alpine	county	All Homes																		
5	Amador	county	All Homes											19.01%	-5.83%	-17.55%	2.43%	0.21%	0.04%	0.02%	0
6	Colusa	county	All Homes											13.93%	3.69%	7.68%		0.30%	-0.01%	-0.04%	-0
7	Del Norte	county	All Homes															0.05%	-0.02%	-0.01%	-0
8	Glenn	county	All Homes															0.22%	-0.00%	-0.03%	-0
9	Inyo	county	All Homes															0.17%	-0.02%	0.04%	-0
10	Lasern	county	All Homes															0.24%	0.10%	0.04%	0
11	Mariposa	county	All Homes															0.15%	0.00%	-0.05%	0
12	Modoc	county	All Homes															0.06%	-0.03%		
13	Mono	county	All Homes															0.16%	-0.08%	-0.28%	0
14	Plumas	county	All Homes															0.27%	-0.03%	-0.06%	0
15	Sierra	county	All Homes																		
16	Trinity	county	All Homes															0.05%	0.02%	-0.01%	-0
17	Siskiyou	county	All Homes	\$185,400	3.06%	9.08%	6.53%	0.11%	7.41%	20.58%				14.99%	4.95%	2.86%	9.07%	0.08%	-0.05%	-0.04%	-0
18	Yuba	county	All Homes	\$148,800	2.34%	6.24%	-10.15%	-6.72%	6.50%	48.06%				55.28%	7.06%	0.46%	12.94%	0.50%	-0.08%	-0.10%	-0
19	Lake	county	All Homes	\$184,500	2.08%	5.34%	-7.84%	-5.47%	5.89%	59.99%				24.62%	0.36%	7.16%	9.77%	0.32%	-0.02%	0.00%	-0
20	Napa	county	All Homes	\$406,000	1.97%	5.25%	-3.84%	-4.78%	6.36%	41.18%				37.57%	7.70%	13.06%	24.03%	0.17%	-0.01%	0.01%	-0
21	Calaveras	county	All Homes	\$236,500	1.79%	4.24%	-19.11%	-4.76%	6.14%	76.67%				27.82%	-4.89%	-3.74%	9.37%	0.24%	-0.07%	-0.02%	-0
22	San Francisco	county	All Homes	\$719,000	1.44%	4.14%	-1.53%	-0.05%	6.08%	44.74%				15.47%	-0.15%	-2.15%	7.20%	0.06%	-0.00%	0.01%	-0
23	Santa Cruz	county	All Homes	\$541,400	1.27%	3.83%	-1.39%	-2.77%	5.20%	49.06%				32.44%	1.44%	3.26%	4.03%	0.10%	-0.01%	-0.01%	-0
24	Sutter	county	All Homes	\$180,700	1.45%	3.28%	-0.31%	-7.12%	4.48%	45.23%				44.03%	2.01%	-1.16%	-5.02%	0.24%	-0.06%	-0.05%	-0
25	Yolo	county	All Homes	\$278,800	1.17%	3.08%	-7.00%	-5.63%	5.42%	55.92%				34.89%	-4.10%	-5.23%	6.50%	0.23%	-0.00%	0.01%	-0
26	Tuolumne	county	All Homes	\$231,800	1.22%	2.82%	-10.00%	-2.45%	6.66%	57.01%				26.23%	-0.76%	16.58%	9.85%	0.16%	-0.00%	0.01%	0
27	San Mateo	county	All Homes	\$657,900	0.88%	2.48%	-3.60%	-1.36%	4.68%	71.09%				19.85%	-0.41%	-0.74%	5.14%	0.08%	0.00%	0.01%	-0
28	Madera	county	All Homes	\$164,200	1.13%	2.33%	-17.21%	-7.06%	4.83%	67.10%				40.50%	-0.22%	-0.41%	14.44%	0.35%	-0.10%	-0.12%	-0
29	San Diego	county	All Homes	\$362,000	0.80%	2.32%	-4.61%	-6.58%	5.85%	68.14%				37.59%	-0.44%	-1.05%	6.63%	0.17%	-0.02%	-0.02%	-0
30	Ventura	county	All Homes	\$413,200	0.76%	2.20%	-4.14%	-5.21%	5.84%	68.42%				34.71%	1.98%	1.53%	5.86%	0.13%	-0.01%	0.00%	-0
31	Santa Barbara	county	All Homes	\$438,500	0.73%	1.89%	-9.51%	-6.91%	5.37%	70.44%				34.77%	2.77%	4.25%	6.92%	0.14%	-0.01%	-0.00%	-0
32	Orange	county	All Homes	\$478,600	0.55%	1.62%	-4.46%	-3.90%	6.29%	68.01%				19.23%	-1.31%	-2.59%	4.16%	0.09%	-0.01%	-0.00%	-0
33	Los Angeles	county	All Homes	\$378,500	0.45%	1.24%	-7.12%	-3.35%	6.93%	75.76%				24.40%	-0.52%	-2.00%	3.52%	0.16%	-0.02%	-0.00%	-0
34	Tehama	county	All Homes	\$134,300	0.71%	1.02%	-22.20%	-6.48%	4.48%	81.73%				28.26%	1.58%	10.81%	13.26%	0.15%	-0.04%	-0.03%	-0
35	Monteay	county	All Homes	\$301,700	0.33%	0.98%	-15.94%	-12.06%	1.89%	90.96%				39.94%	0.84%	1.78%	11.41%	0.26%	-0.03%	-0.06%	-0
36	Alameda	county	All Homes	\$430,300	0.31%	0.95%	-7.59%	-4.23%	4.60%	85.44%				31.97%	-0.95%	-3.11%	4.61%	0.17%	-0.02%	-0.01%	-0
37	Sonoma	county	All Homes	\$369,500	0.31%	0.84%	-8.25%	-6.11%	4.04%	77.64%				34.29%	-2.90%	-6.25%	1.62%	0.16%	-0.02%	-0.01%	-0
38	Santa Clara	county	All Homes	\$562,400	0.25%	0.68%	-9.72%	-2.03%	3.95%	87.64%				30.09%	2.02%	-1.52%	7.13%	0.11%	-0.02%	-0.02%	-0
39	Marin	county	All Homes	\$706,200	0.23%	0.65%	-8.00%	-1.84%	4.32%	81.35%				27.39%	-1.62%	-3.62%	9.39%	0.06%	-0.01%	-0.01%	-0
40	Contra Costa	county	All Homes	\$338,600	0.11%	0.31%	-11.63%	-7.64%	3.71%	92.51%				38.29%	-1.63%	-3.80%	9.21%	0.22%	-0.02%	-0.03%	-0
41	Mendocino	county	All Homes	\$271,700	0.29%	0.14%	-11.71%	-4.49%	5.86%	55.36%				22.95%	8.69%	-6.17%	12.73%	0.11%	-0.03%	0.02%	0
42	Fresno	county	All Homes	\$161,000	0.00%	-0.17%	-14.02%	-5.95%	5.50%	89.02%				27.53%	-0.97%	-2.25%	2.61%	0.22%	-0.04%	-0.05%	-0
43	Kings	county	All Homes	\$139,200	0.15%	-0.25%	-12.57%	-1.47%	6.01%	66.51%				12.08%	0.09%	-4.82%	-0.09%	0.18%	-0.02%	-0.02%	-0
44	California	state	All Homes	\$329,900	-0.06%	-0.33%	-10.09%	-5.93%	5.27%	79.55%				32.30%	0.06%	-0.81%	7.77%	0.20%	-0.02%	-0.02%	-0
45	San Luis Obispo	county	All Homes	\$419,000	-0.19%	-0.65%	-9.57%	-4.18%	4.76%	74.08%				29.31%	1.02%	3.41%	9.82%	0.11%	0.01%	0.00%	-0
46	Placer	county	All Homes	\$315,300	-0.22%	-0.79%	-10.32%	-6.10%	4.60%	88.33%				37.82%	2.37%	1.93%	12.34%	0.17%	0.00%	0.00%	-0
47	Butte	county	All Homes	\$205,200	-0.26%	-0.85%	-10.50%	-3.82%	6.19%	78.90%				26.80%	0.82%	-0.06%	6.11%	0.15%	0.01%	0.00%	-0
48	Nevada	county	All Homes	\$323,900	-0.39%	-1.30%	-12.77%	-4.51%	5.14%	81.87%				26.86%	-1.72%	-1.03%	11.38%	0.10%	-0.00%	-0.01%	-0
49	Shasta	county	All Homes	\$184,600	-0.46%	-1.81%	-23.92%	-4.12%	5.91%	81.45%				24.78%	-2.71%	-4.63%	6.25%	0.17%	-0.01%	-0.01%	-0
50	Humboldt	county	All Homes	\$240,700	-0.61%	-1.92%	-11.44%	-1.44%	7.77%	72.02%				12.20%	-0.94%	-6.04%	-1.85%	0.05%	0.00%	0.00%	-0
51	El Dorado	county	All Homes	\$312,900	-0.65%	-2.00%	-11.66%	-3.84%	6.88%	89.51%				35.06%	0.07%	-2.13%	10.14%	0.17%	-0.01%	0.01%	-0
52	Kern	county	All Homes	\$136,000	-0.67%	-2.09%	-19.53%	-5.54%	5.32%	91.86%				35.88%	0.80%	-0.71%	14.62%	0.32%	-0.03%	-0.03%	-0
53	Tulare	county	All Homes	\$144,300	-0.70%	-2.24%	-18.28%	-2.46%	4.87%	90.24%				34.35%	-1.11%	-1.31%	14.55%	0.20%	-0.03%	-0.03%	-0
54	Solano	county	All Homes	\$216,900	-0.82%	-2.66%	-20.06%	-11.06%	2.94%	90.98%				49.61%	-3.74%	-5.93%	5.47%	0.30%	-0.04%	-0.06%	-0
55	Riverside	county	All Homes	\$199,500	-0.88%	-2.81%	-20.10%	-10.22%	4.36%	90.88%				50.68%	3.16%	8.23%	20.06%	0.37%	-0.04%	-0.02%	-0

Home values

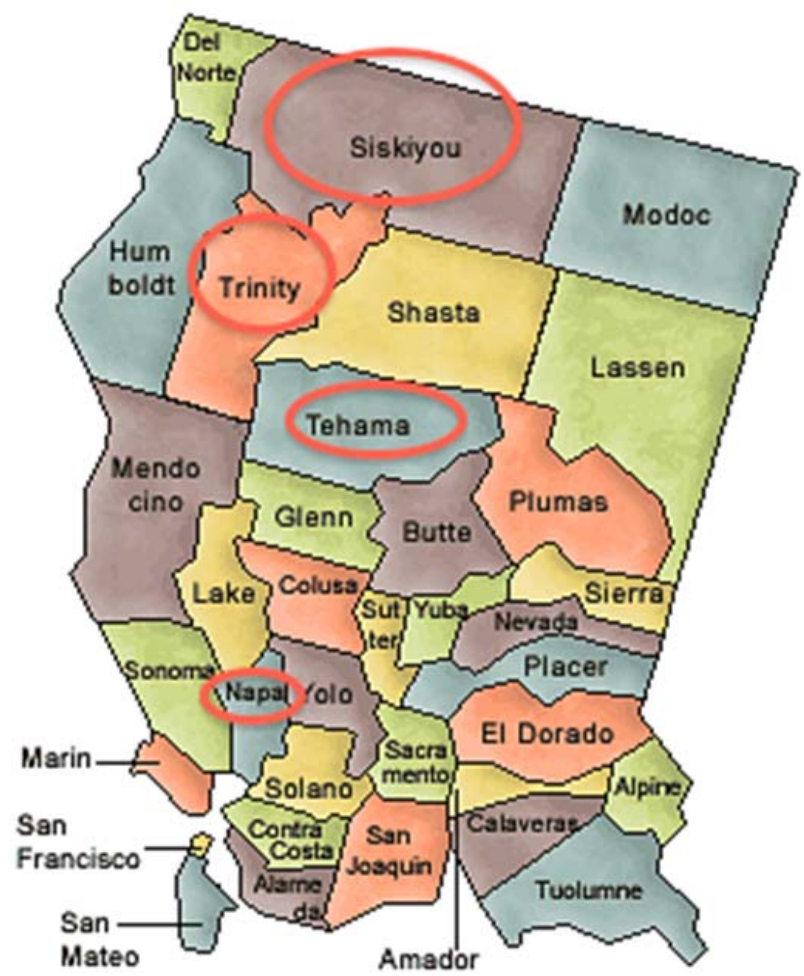


Showing average listing price for California counties, week ending Nov 4

[Average listing price](#) | [Median sales price](#) | [Trulia popularity](#)



Home values



Find "Pockets"

Rural markets

- **Lack of comps**
- **Parcel sizes**
- **Travel time**
- **Manufactured homes**
- **Property condition**
- **Zoning**
- **Cost of services**



Increasing your reach



- **Traditional Marketing**
- **Workshops / seminars**
- **B2B workshops**
- **Credit score demographic**
- **Telemarketing**

Increasing your reach

Geographic region

Research

Credit score criteria

Distribution

Lead capture

Pre-qualification

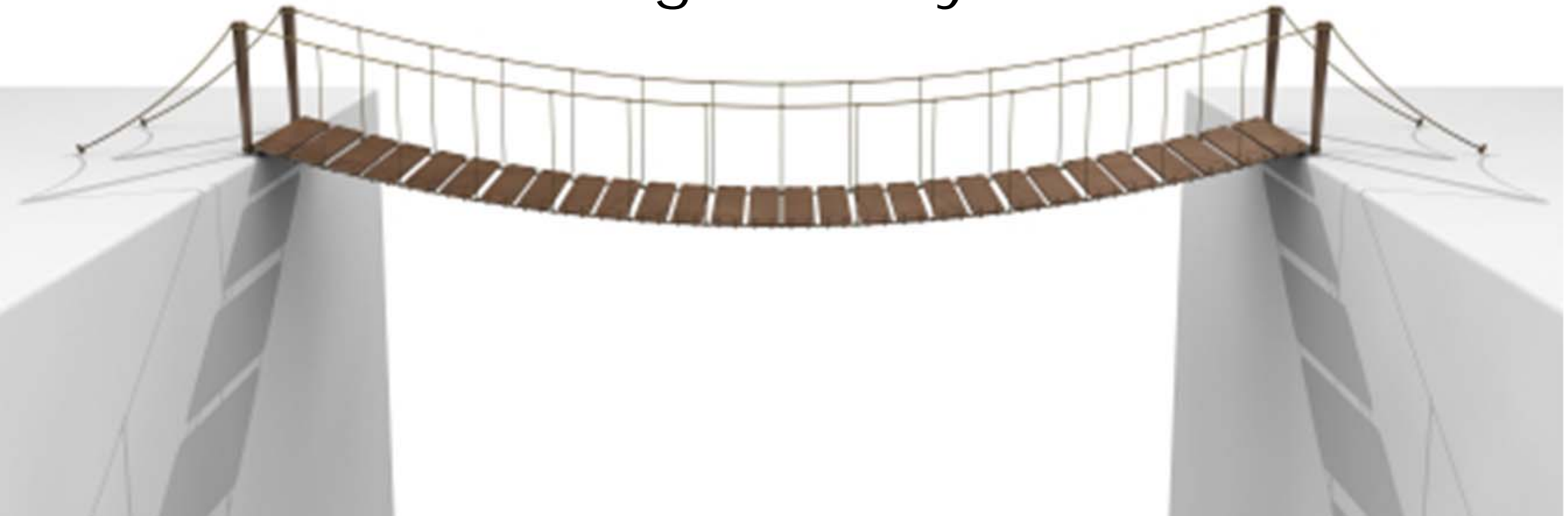
Appt / Application

Funding



Bridging the gap

B2B Partners
Mail sales
Telemarketing
Lead workflows
Budget Analysis



Budget Analysis

Monthly Cash Flow & Cash Reserves Comparison Reverse Mortgage

Prepared for: Reverse Borrower Date: 10/23/09

Prepared by: XYZ Reverse / Linda
1155 Reverse Lane
Los Angeles, CA
(555) 555-1212

Monthly Net Income

Income Type	Amount
Social Sec	\$ 1,450
Pension	\$ 400
Other	\$ 600
Total Net Income \$	\$ 2,450

1	2	3	4
Enter income information inside income table	Enter monthly expenses	Enter current mortgage (P & I only)	Enter tenure payments and closing costs from RM

Assets

Account	Balance
Checking	\$ 2,000
Savings	\$ 10,000
CDs/ Mny Mkt	\$ 12,000
IRAs / 401(k)s	\$ 35,000
Other Asset	\$ 3,000
Savings 2	\$ 4,500
Total Assets	\$66,500

Reverse Mortgage Info

Type	Amount
Closing costs	\$ 11,800
Tenure payments	\$ 400
Cash or LOC	\$ 28,500

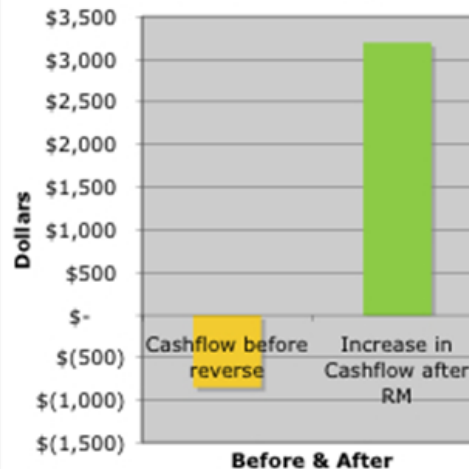
Cost Analysis

Cashflow before reverse	\$ (845)
Additional Cashflow after RM	\$ 2,350
Increase in Cashflow after RM	\$ 3,195
Cash reserves before reverse	\$ 66,500
Cash reserves after reverse	\$ 95,000
Years to recoup closing costs	0.31
(from eliminating mortgage)	

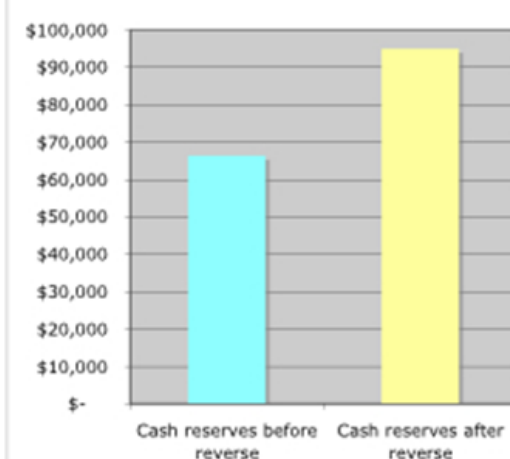
Monthly Expenses

Expense	Cost	PO
Mortgage(s)	\$ 1,250	Y
Property taxes	\$ 75	N
Homeowner's Ins.	\$ 60	N
Car payments	\$ 350	Y
Car Insurance	\$ 65	N
Health insurance	\$ 275	N
Cable/ TV	\$ 55	N
Phone / internet	\$ 40	N
Gas / Electric	\$ 275	N
Prescriptions	\$ 200	N
Groceries	\$ 300	N
Credit Card pymts	\$ 250	Y
Other	\$ 100	Y
Total Expenses	\$ 3,295	
Cash remaining	\$ (845)	
Years to deplete remaining assets	6.56	

Cash Flow Analysis



Cash Reserves



Budget Analysis

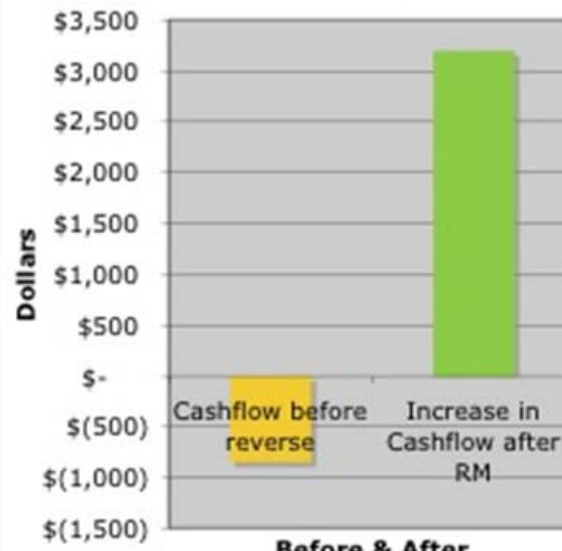
Assets

Account	Balance
Checking	\$ 2,000
Savings	\$ 10,000
CDs/ Mny Mkt	\$ 12,000
IRAs / 401(k)s	\$ 35,000
Other Asset	\$ 3,000
Savings 2	\$ 4,500
Total Assets	\$66,500

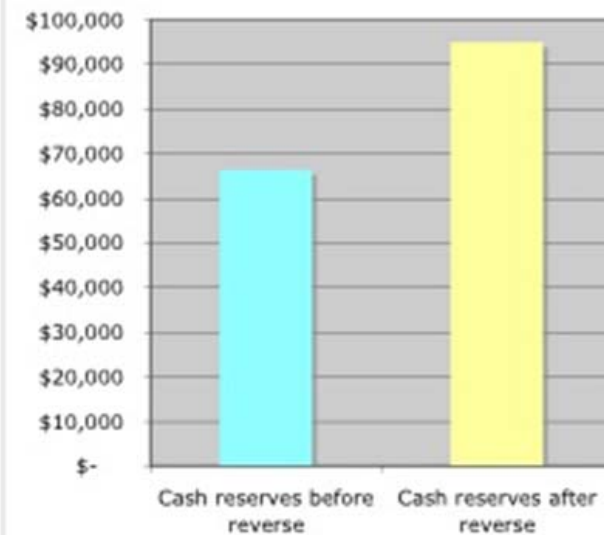
Monthly Expenses

Expense	Cost	PO
Mortgage(s)	\$ 1,250	Y
Property taxes	\$ 75	N
Homeowner's Ins.	\$ 60	N
Car payments	\$ 350	Y
Car Insurance	\$ 65	N
Health insurance	\$ 275	N
Cable/ TV	\$ 55	N
Phone / internet	\$ 40	N
Gas / Electric	\$ 275	N
Prescriptions	\$ 200	N
Groceries	\$ 300	N
Credit Card pymts	\$ 250	Y
Other	\$ 100	Y
Total Expenses	\$ 3,295	
Cash remaining	\$ 345	
Years to deplete remaining assets	6.56	

Cash Flow Analysis



Cash Reserves



The value of market research in a Challenging Market

