



STRATMOR
GROUP



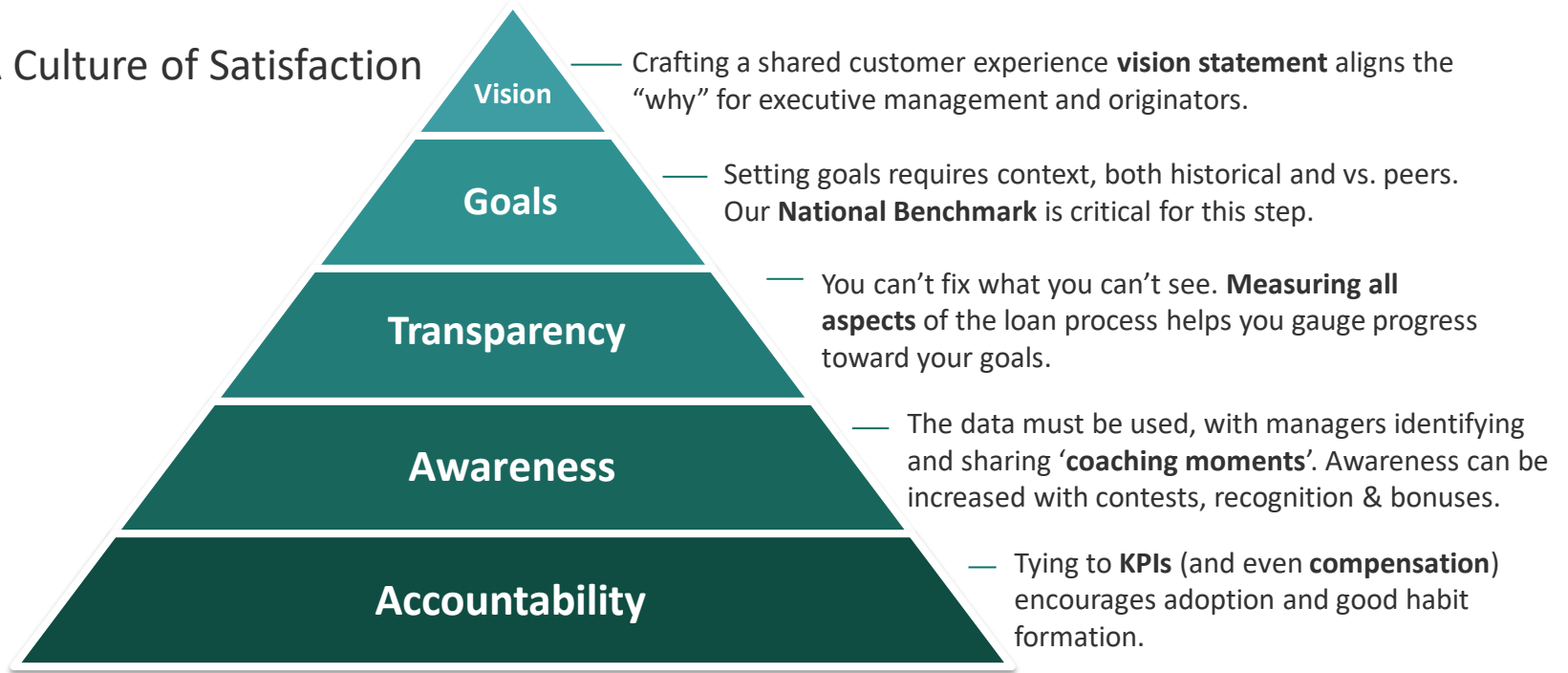
8/4/2021

MortgageSAT Overview

Overview of Tools and Reports

Powering Performance. Together.

Creating A Culture of Satisfaction



MortgageSAT's Answer

- Collect **as much data** as possible on the process & people involved.
 - This will give you **transparency** and a **baseline**. *You can't change what you can't see.*
 - Compare against an **industry benchmark** in order to set goals.
-
- Leverage the voice of the customer by **amplifying feedback**.
 - Collect borrower testimonials and share on your **corporate website**.
 - Provide LOs **brand management tools** to share testimonials on their own social media pages.



- **Leaders** are meant to be **coaches**. Equip them with the data and call out top KPIs that their teams need to improve.
 - Create **heat maps** and **rankings** to foster awareness and competition.
 - Create **leadership accountability**.
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- Show employees a **CX Leaderboard**.
 - Give **shoutouts** to top performers in a weekly company newsletter.
 - Award **monthly prizes** to top performing branches and individuals.
 - Consider tying survey performance to **compensation** and/or **bonuses**.

Top Companies Approach CX Differently

- MortgageSAT clients **dominate** the J.D. Power Rankings
- Best in Class customer experience requires **deep insights** into people and processes that affect Net Promoter Score.
- Without **data**, you're flying blind, just hoping scores will improve.
- Without a **benchmark**, it's next to impossible to set appropriate goals and know where to prioritize resources.

J.D. Power 2019 U.S. Primary Mortgage Origination Satisfaction StudySM



The LO performance does not drive referrals...the loan PROCESS does

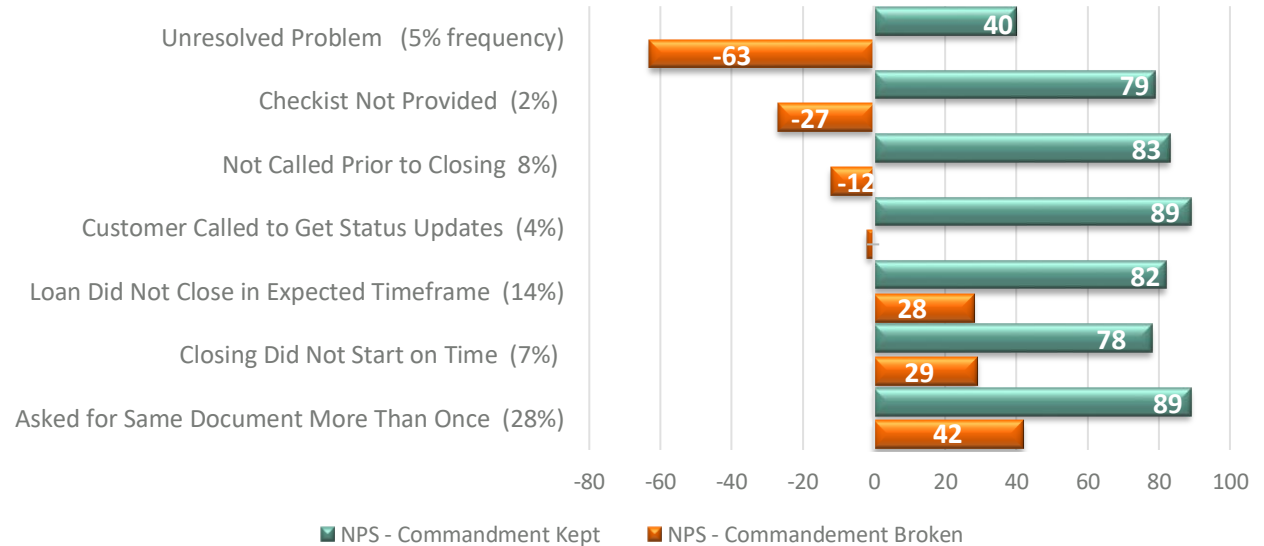
Attribute Tag	Qtr 1, 2018				
	Danielle	JonJacques	Hugo	Sumir	Aurelio
Sample Size	3	2	4	2	3
Loan Officer	98	48	95	98	100
Loan Processor	100	93	-	56	97
Application Process	85	44	52	86	88
Loan Products	91	70	86	86	83
Closing	74	70	94		87
Costs	75	63	57		89
Satisfaction	74	39	52		94
Net Promoter Score	33	0	0		67

It's not enough for the borrower to like their originator.

Miscues That Matter

- These **7 Commandments** dictate whether or not a borrower is willing to refer their friends and family.
- Originators tend to **score well personally** even when things go wrong and are often **blind to these process miscues**.

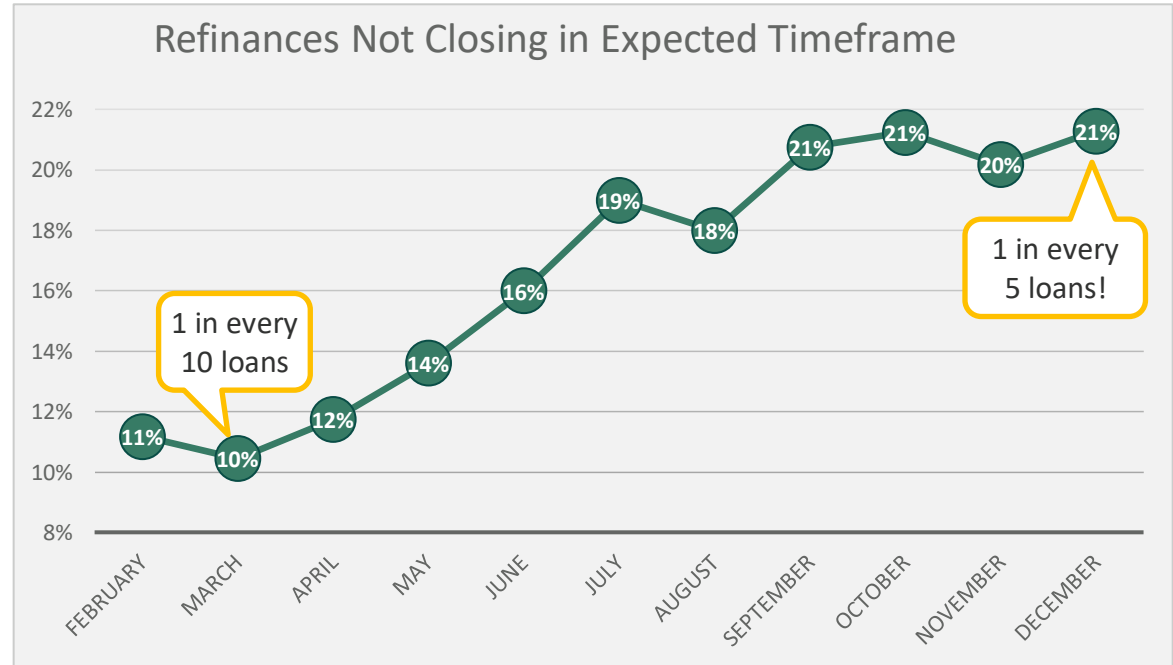
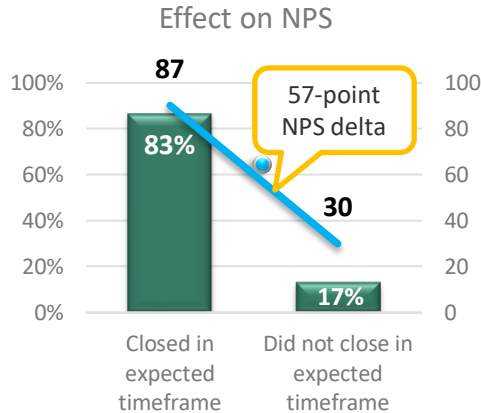
Breaking vs. Keeping the Seven Commandments



*Source: STRATMOR's MortgageSAT Borrower Satisfaction Program (2020 YTD, 85,383 respondents)

Expected Timeframes

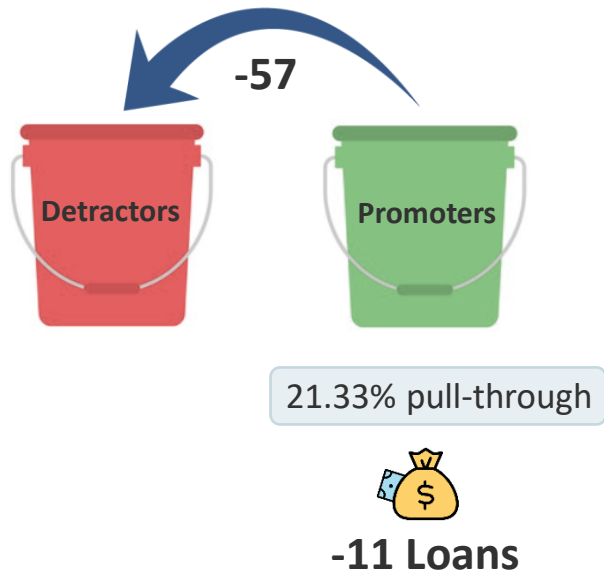
- Only **10%** of loans failed to close in the expected timeframe in March. That rose to **21%** in Q4.



*Data from STRATMOR's MortgageSAT Program 2020.

Financial Impact of Not Closing in Expected Timeframe

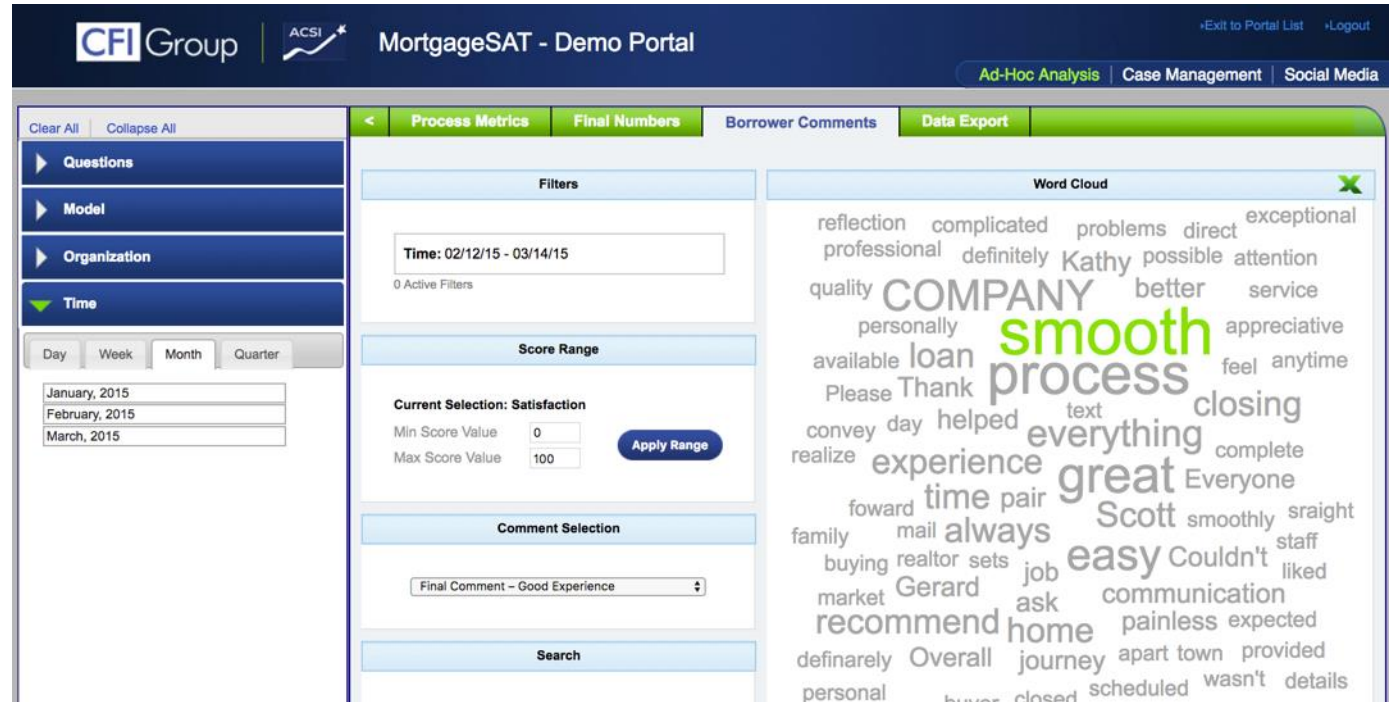
For every 100 that have this issue...



Extrapolating to **50,000** loans annually, this problem is costing **\$3.3 million** in lost sales.

	Closed Within Expected Time Frame
Annual Loan Units - Retail	50,000
% Borrowers with Problem	16.0%
# Borrowers with Problem	8,000
Aggregate Change in NPS	57
Additional promoters	4,560
Pull Through - promoters to closed loans	21.33%
Incremental retail loans closed	973
Incremental loan volume	\$218,925,000
Average net production margin per loan	\$ 3,470
Estimate of additional retail income	\$ 3,376,310

Read Comments in Real-Time with Text Analytics

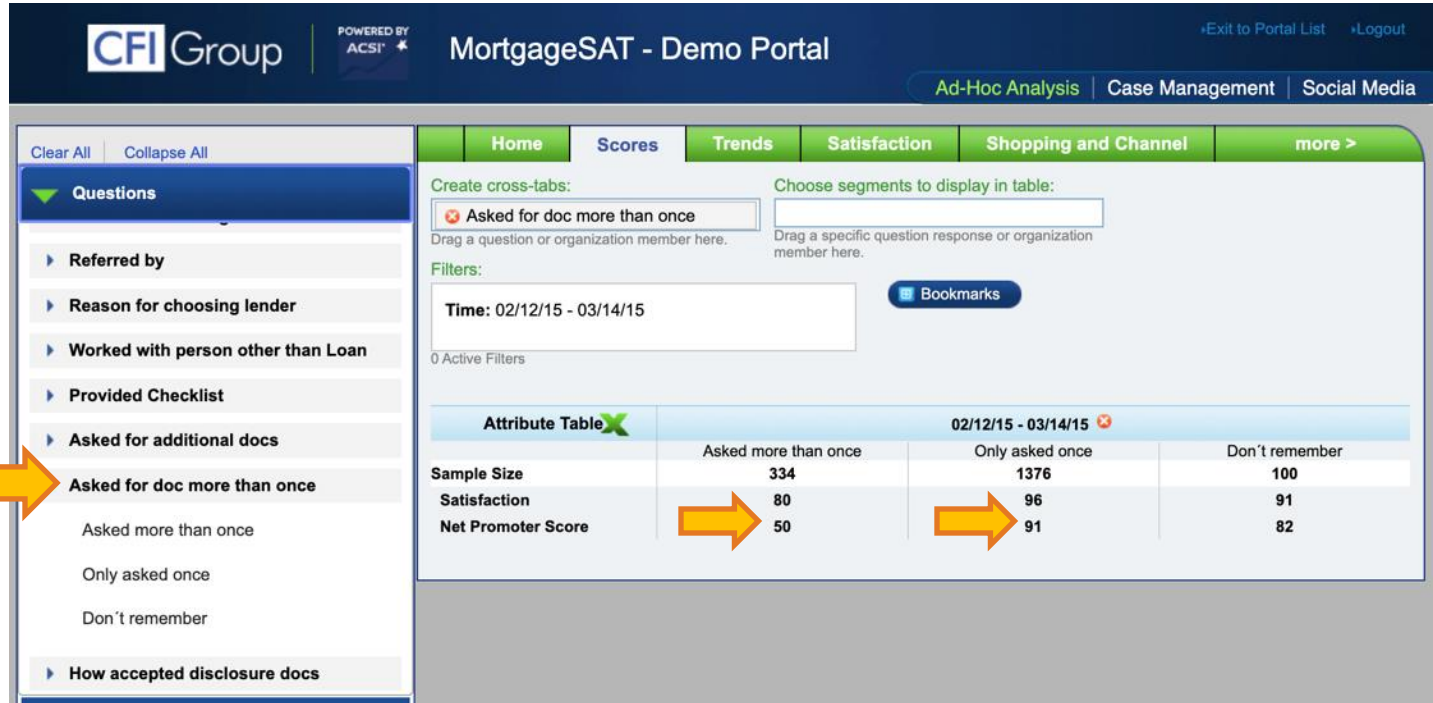


The screenshot displays the MortgageSAT - Demo Portal interface. The top navigation bar includes the CFI Group logo, ACSI logo, and the title "MortgageSAT - Demo Portal". On the right, there are links for "Exit to Portal List" and "Logout". Below the navigation bar, there are tabs for "Ad-Hoc Analysis", "Case Management", and "Social Media".

The main content area is divided into several sections:

- Filters:** A section with a "Time" filter set to "02/12/15 - 03/14/15" and "0 Active Filters".
- Score Range:** A section with "Current Selection: Satisfaction", "Min Score Value" set to 0, and "Max Score Value" set to 100. An "Apply Range" button is present.
- Comment Selection:** A dropdown menu showing "Final Comment - Good Experience".
- Search:** A search input field.
- Word Cloud:** A word cloud visualization of text data. The most prominent words are "smooth", "process", "great", "experience", "time", "pair", "easy", "communication", "recommend", "home", "journey", "apart", "town", "provided", "personal", "closed", "scheduled", "wasn't", "details", "convey", "day", "helped", "text", "closing", "complete", "realize", "experience", "great", "Everyone", "foward", "mail", "always", "Scott", "smoothly", "sraight", "family", "buying", "realtor", "sets", "job", "easy", "Couldn't", "liked", "market", "Gerard", "ask", "communication", "painless", "expected", "definarely", "Overall", "journey", "apart", "town", "provided", "personal", "closed", "scheduled", "wasn't", "details".

Identify Easily
Fixable
Process
Miscues



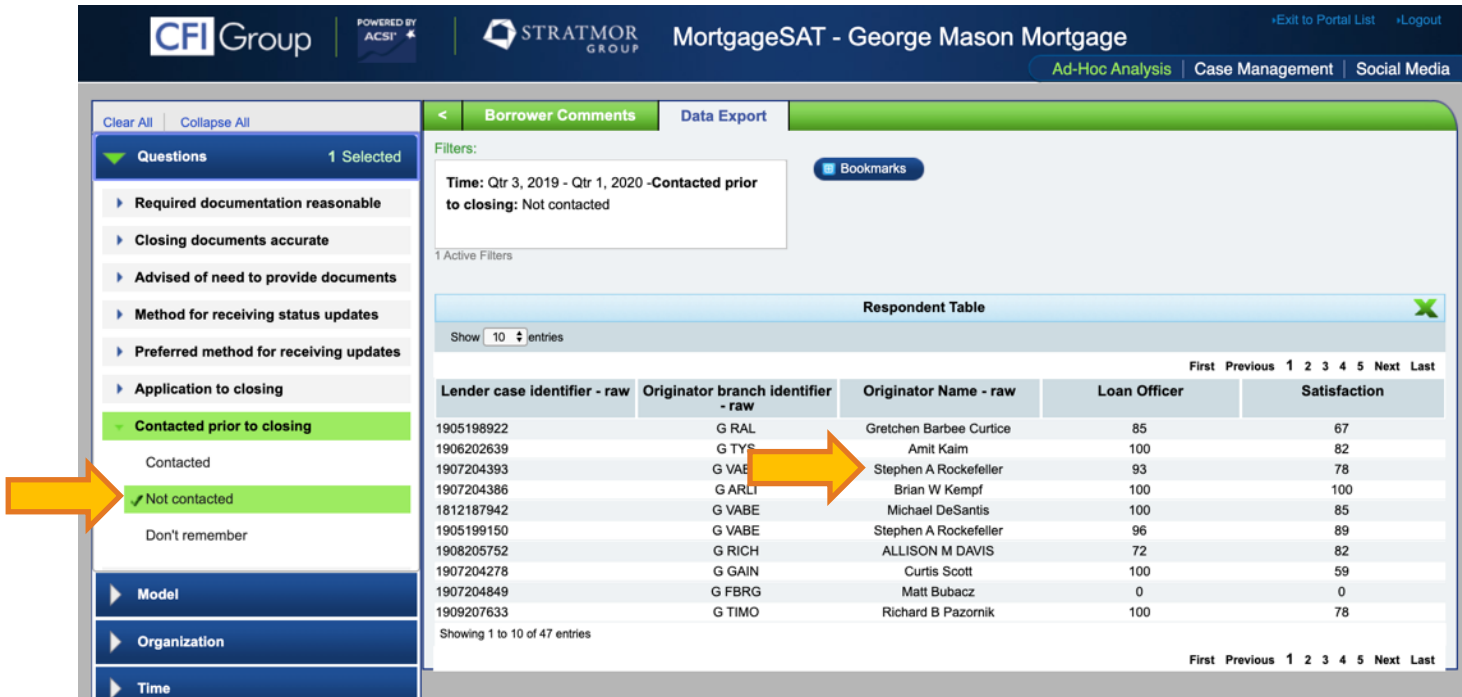
The screenshot shows the MortgageSAT - Demo Portal interface. The left sidebar contains a list of questions, with 'Asked for doc more than once' highlighted by an orange arrow. The main content area displays a table with the following data:

Attribute Table	02/12/15 - 03/14/15		
	Asked more than once	Only asked once	Don't remember
Sample Size	334	1376	100
Satisfaction	80	96	91
Net Promoter Score	50	91	82

Orange arrows point to the 'Asked more than once' column and the 'Net Promoter Score' row in the table.

View which loans are being affected:

Export the list to Excel by clicking the green "X."

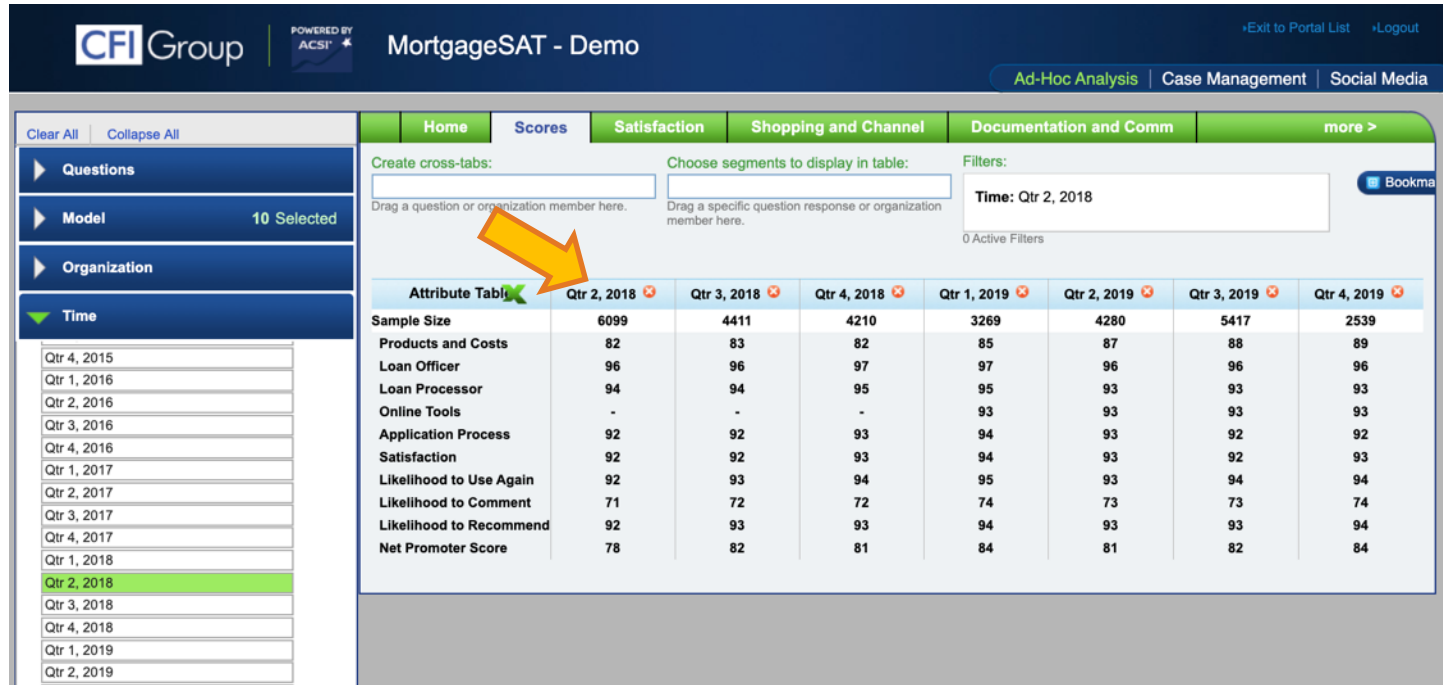


The screenshot shows the MortgageSAT interface for George Mason Mortgage. The left sidebar contains a 'Questions' section with 1 selected item, 'Contacted prior to closing'. The main area shows filters for 'Time: Qtr 3, 2019 - Qtr 1, 2020 -Contacted prior to closing: Not contacted'. Below the filters is a 'Respondent Table' with columns for Lender case identifier, Originator branch identifier, Originator Name, Loan Officer, and Satisfaction. A green 'X' icon in the top right of the table indicates an export option. Two orange arrows point to the 'Contacted prior to closing' filter and the 'X' icon.

Lender case identifier - raw	Originator branch identifier - raw	Originator Name - raw	Loan Officer	Satisfaction
1905198922	G RAL	Gretchen Barbee Curtice	85	67
1906202639	G TYS	Amit Kaim	100	82
1907204393	G VAB	Stephen A Rockefeller	93	78
1907204386	G ARLI	Brian W Kempf	100	100
1812187942	G VABE	Michael DeSantis	100	85
1905199150	G VABE	Stephen A Rockefeller	96	89
1908205752	G RICH	ALLISON M DAVIS	72	82
1907204278	G GAIN	Curtis Scott	100	59
1907204849	G FBRG	Matt Bubacz	0	0
1909207633	G TIMO	Richard B Pazornik	100	78

View Trending Over Time:

Can be viewed at company, regional, branch, or LO level.



CFI Group | POWERED BY ACS | MortgageSAT - Demo

Ad-Hoc Analysis | Case Management | Social Media

Clear All | Collapse All

- Questions
- Model 10 Selected
- Organization
- Time**
 - Qtr 4, 2015
 - Qtr 1, 2016
 - Qtr 2, 2016
 - Qtr 3, 2016
 - Qtr 4, 2016
 - Qtr 1, 2017
 - Qtr 2, 2017
 - Qtr 3, 2017
 - Qtr 4, 2017
 - Qtr 1, 2018
 - Qtr 2, 2018**
 - Qtr 3, 2018
 - Qtr 4, 2018
 - Qtr 1, 2019
 - Qtr 2, 2019

Home | Scores | Satisfaction | Shopping and Channel | Documentation and Comm | more >

Create cross-tabs: Choose segments to display in table: Filters: Time: Qtr 2, 2018

Drag a question or organization member here. Drag a specific question response or organization member here. 0 Active Filters

Attribute Table	Qtr 2, 2018	Qtr 3, 2018	Qtr 4, 2018	Qtr 1, 2019	Qtr 2, 2019	Qtr 3, 2019	Qtr 4, 2019
Sample Size	6099	4411	4210	3269	4280	5417	2539
Products and Costs	82	83	82	85	87	88	89
Loan Officer	96	96	97	97	96	96	96
Loan Processor	94	94	95	95	93	93	93
Online Tools	-	-	-	93	93	93	93
Application Process	92	92	93	94	93	92	92
Satisfaction	92	92	93	94	93	92	93
Likelihood to Use Again	92	93	94	95	93	94	94
Likelihood to Comment	71	72	72	74	73	73	74
Likelihood to Recommend	92	93	93	94	93	93	94
Net Promoter Score	78	82	81	84	81	82	84

Thank You.

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