

# **Getting the Most Out of Loan Origination A Challenging Proposition**

**89<sup>th</sup> MBAA National Convention**

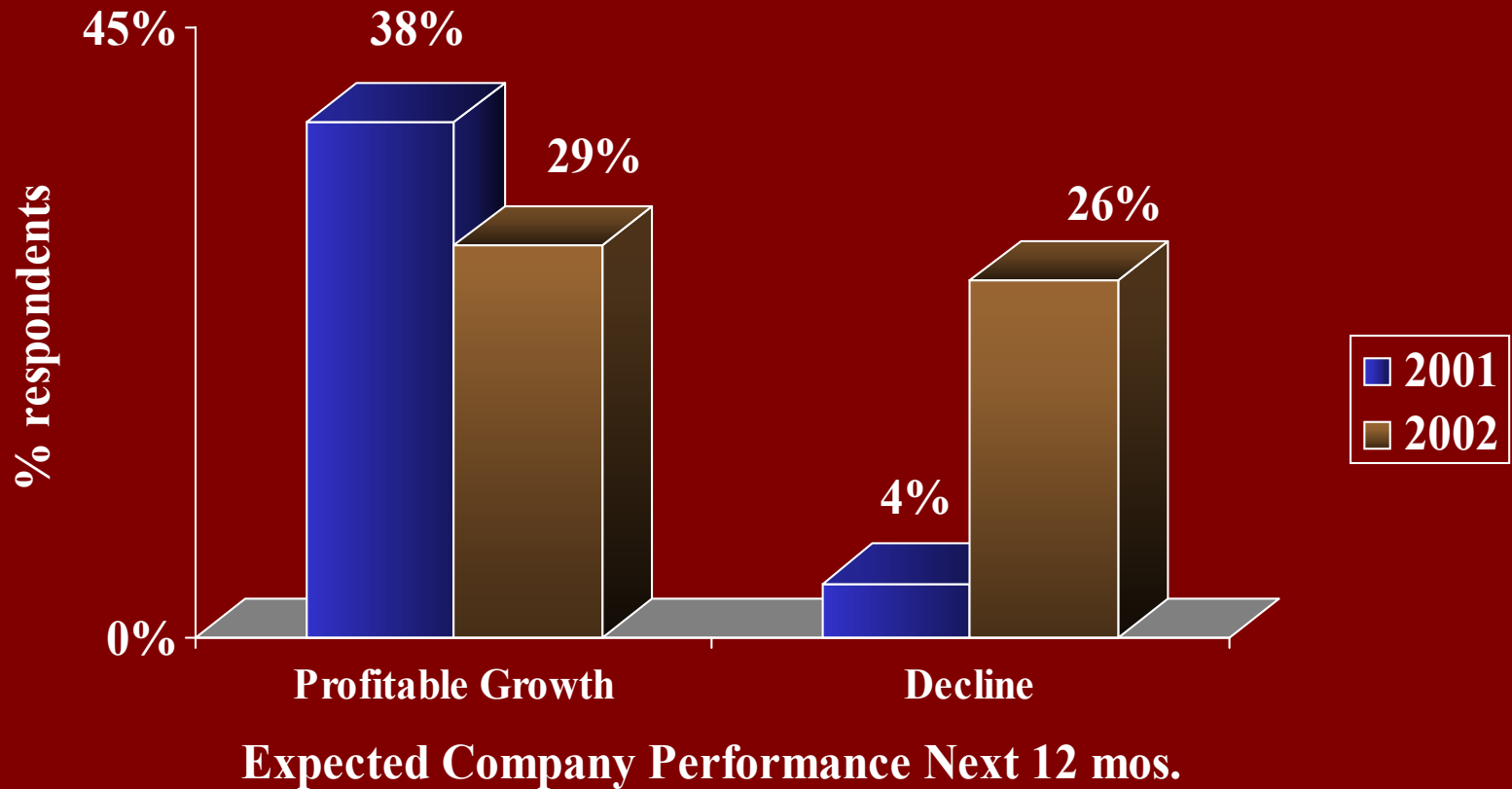
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## Business uncertainty delays technology investments

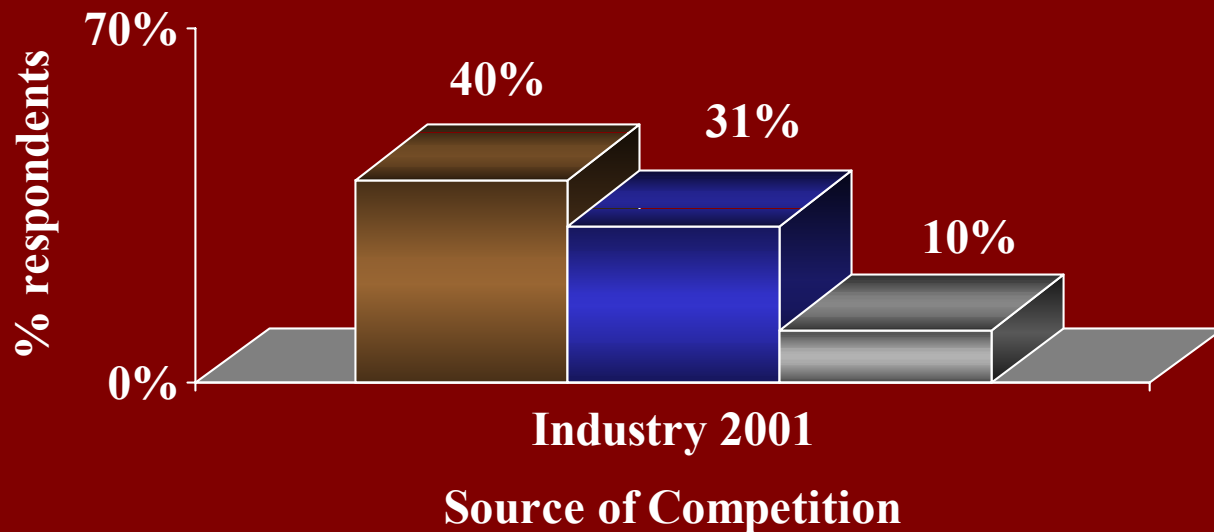
- Technology decisions are influenced by the outlook for the business and the technology actions taken by competitors
- Information on the future and competitive intelligence are imperfect
- These complicate significant technology decisions and increase the time it takes for the industry to adopt innovative applications.

# Business Prospects Hard to Predict Management Problem Made Difficult



# Perceived Competition Differs by Segment

## No Uniform Response Possible

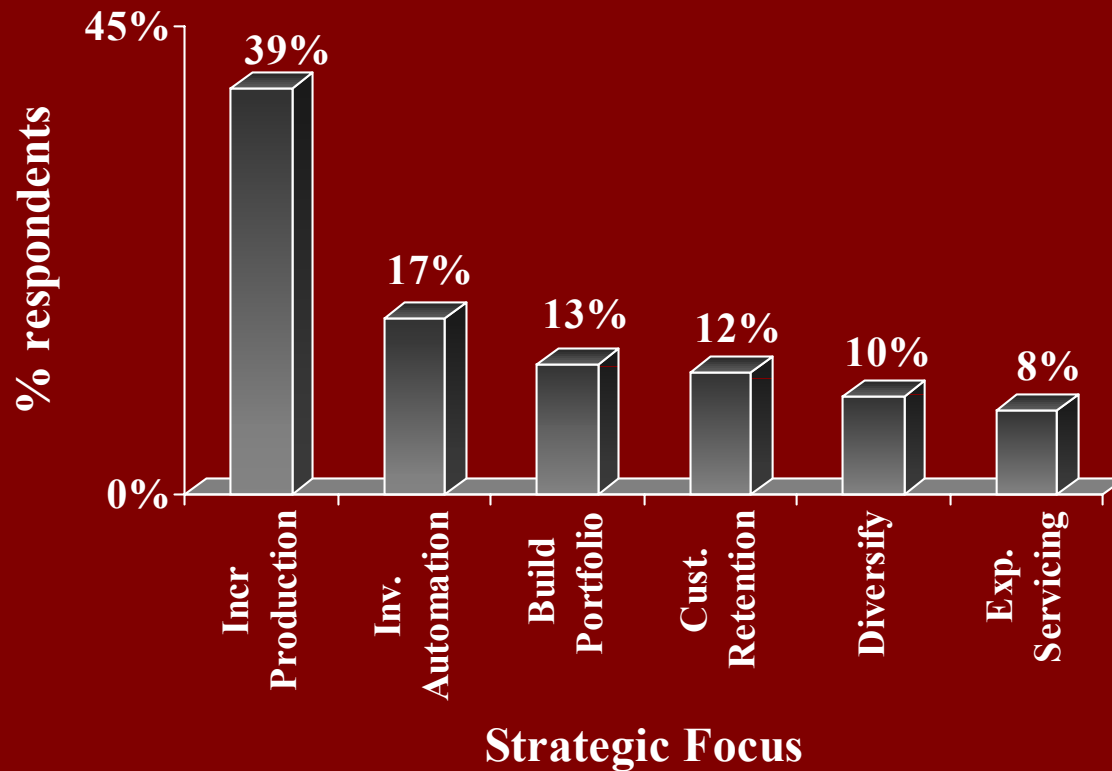


■ Largest Lenders

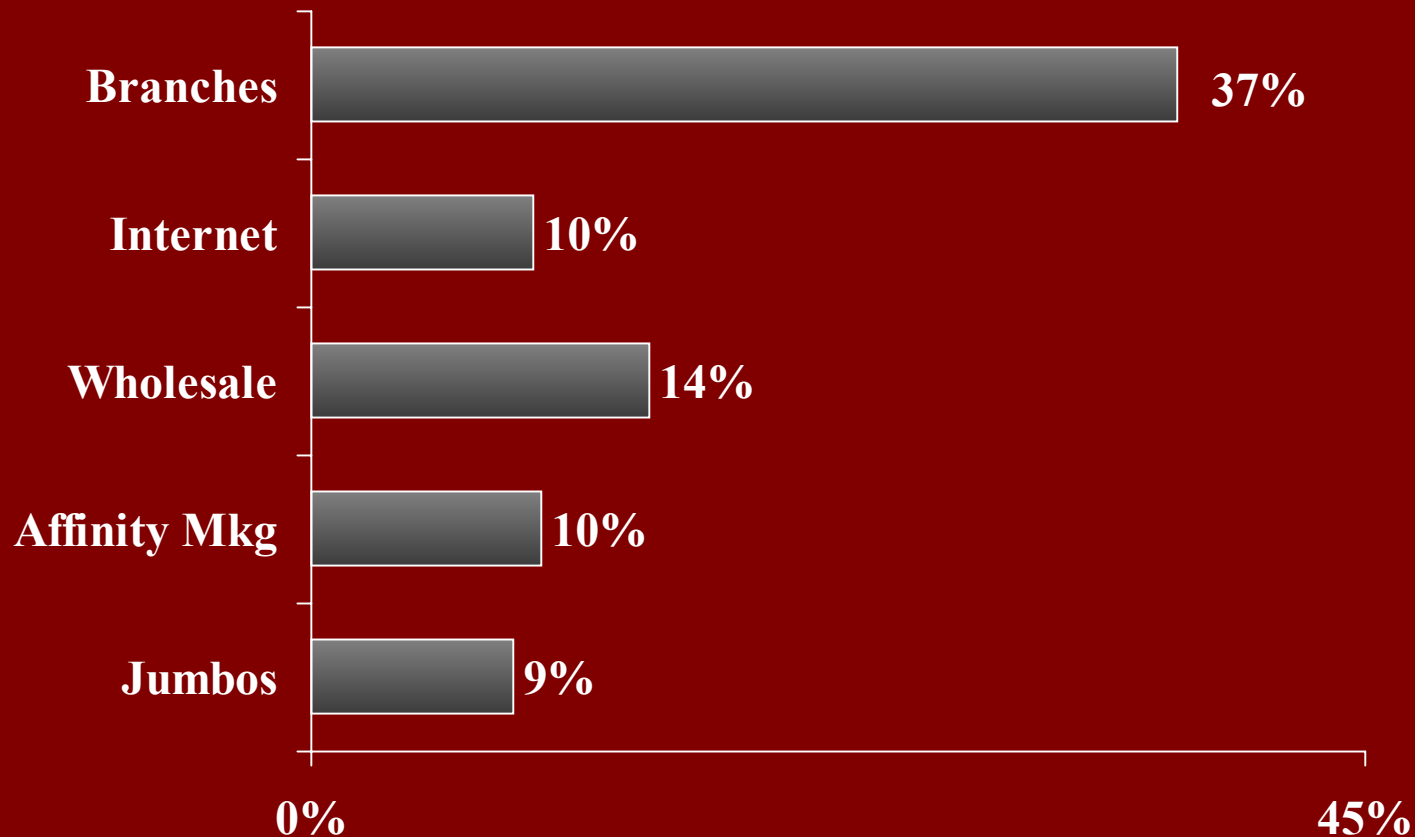
■ Brokers

■ GSE's

# Most Lenders Focus on Expanding Volume Conventional Strategy in Unusual Times

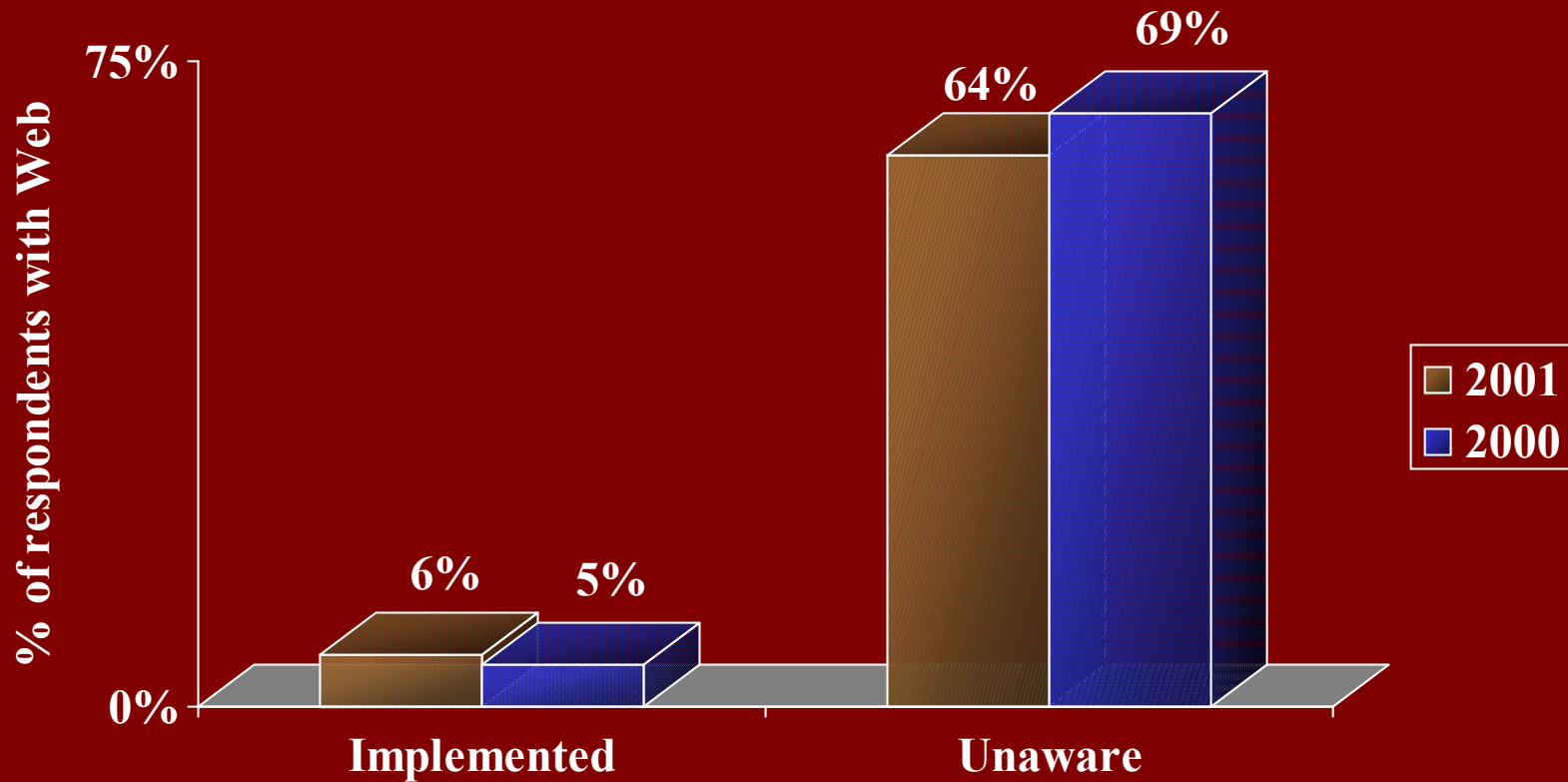


# Primary Growth Path through Expanding Physical Distribution



# Integrating Technologies in Early Adoption





## XML Making Modest In-roads



# As Business Conditions Change Lenders' Strategic Positioning Must Change to Capture Value

## Positioning Keys



<b>Customer View</b>	<b>Traditional</b>		<b>Indicated</b>
<b>Driving Force</b>	<b>Grow Production</b>		<b>Competitive Effectiveness</b>
<b>Strategy Focus</b>	<b>Expanded Scale</b>		<b>Asset/Customer Management</b>
<b>Operational Objective</b>	<b>Cost Control</b>		<b>Enhanced Service</b>

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for information on MORTECH**

- Annual 360 degree view of the mortgage industry
- Input based on scientific surveys of senior industry decision makers
- Solid and reliable data on the industry and lender segments
- Detail on the most important industry issues and trends
- Fact-based analysis by Jeff Lebowitz, formerly head of strategic planning for Fannie Mae