

my**CU**mortgage®

7 Ways to Create OPPORTUNITIES

YES, in this market!

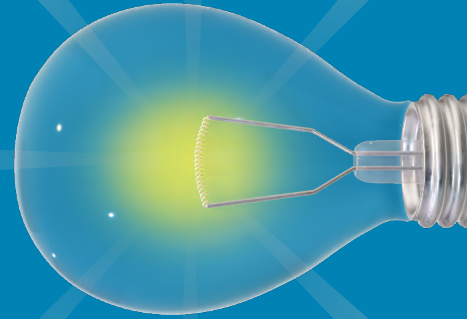




Andrew Williams

Partner Success Manager

Going it alone



Brief Bio...

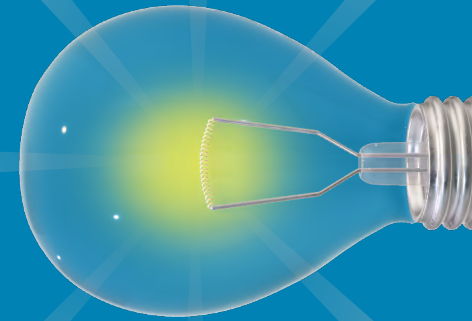
Andrew

- Joined myCUmortgage in March 2015
- Over 25 years of financial experience
- BOA, Internetmortgage.com, Principal Mortgage, Honeywell FCU, & CNB
 - B.S. in Organizational Communications from the University of Nebraska
 - M.S. in Management from Peru State College in Peru, Nebraska
- Honored in 2022 by the Carolinas Credit Union Foundation's with the Partner in Philanthropy Award

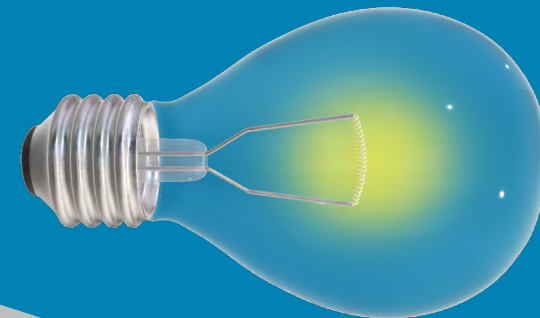


How about you???

- Name
- Credit Union
- Role
- Years of experience
- Main idea you are looking for as a takeaway today



Adventure Plan for Awesomeness



- ☐ Listen and Play To The Sounds of the Market
- ☐ The Times, They Are A Changin' Online
- ☐ Give A Little Bit, To Get The Business
- ☐ Know The Eggs In Your Basket
- ☐ Unlock The Member's Secrets
- ☐ Forge Unbreakable Bonds
- ☐ Don't You Forget About Me
- ☐ Questions Throughout & Trivia

"Rates will stop going up when they start going down"



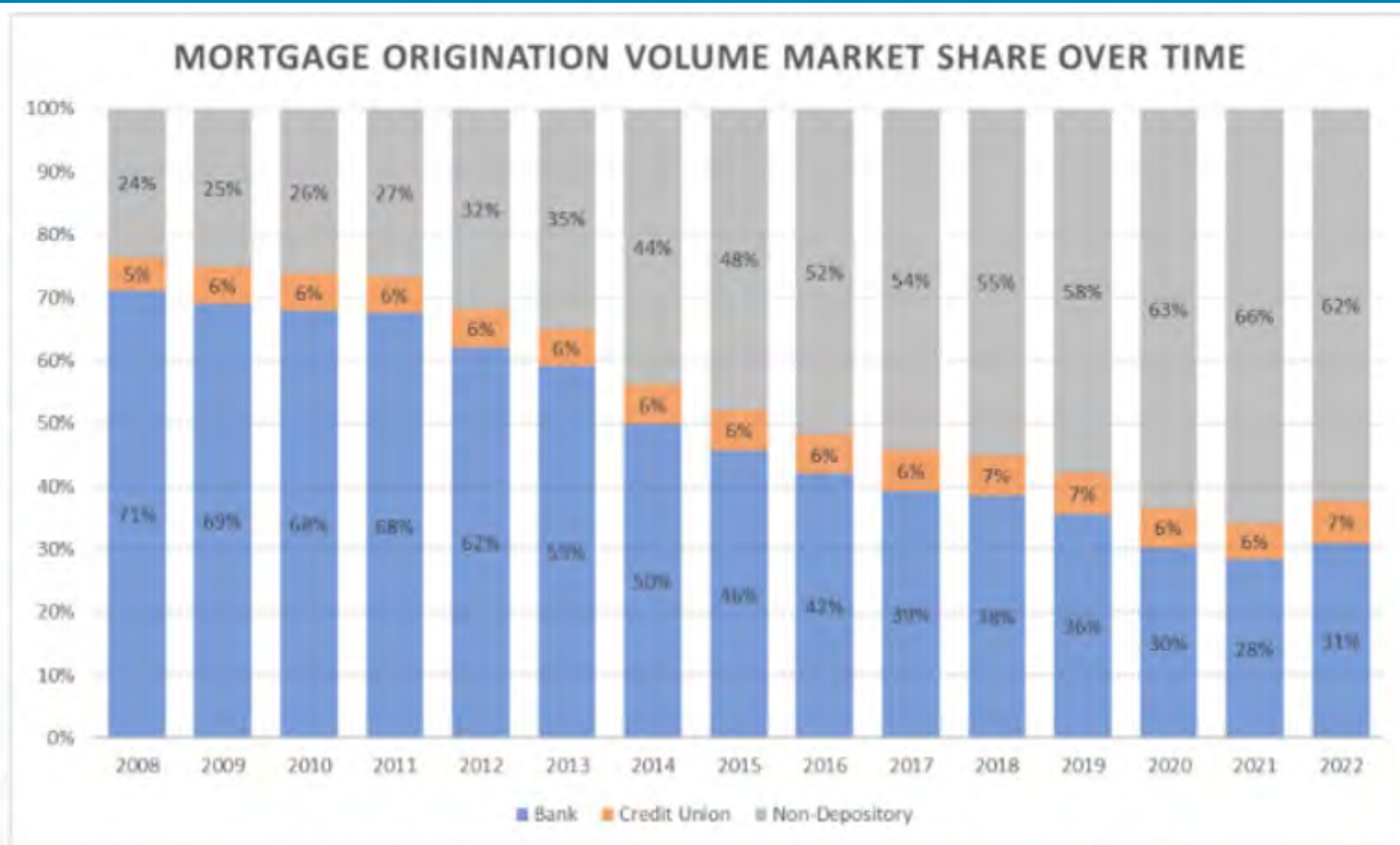
2024 Mortgage Outlook

Market Tunes



- ✓ 2024 a **better year**, than '23 in mortgage volume (up to 20%)
- ✓ Rates to end the year **below 6%**
- ✓ Refinance **volumes to double** from '23 levels
- ✓ Existing home sales to **rise to 4.5 million units** (from 3.8 million '23)
- ✓ **Home price growth moderation**, 3.2% (from 7.1% 2023)

HUGE - Credit Union Mortgage Market Share Opportunity



Source: 2023 HMDA Executive Databook (Retail Broker Non-Del Corr), - 2022 Data 1 (Page 37)

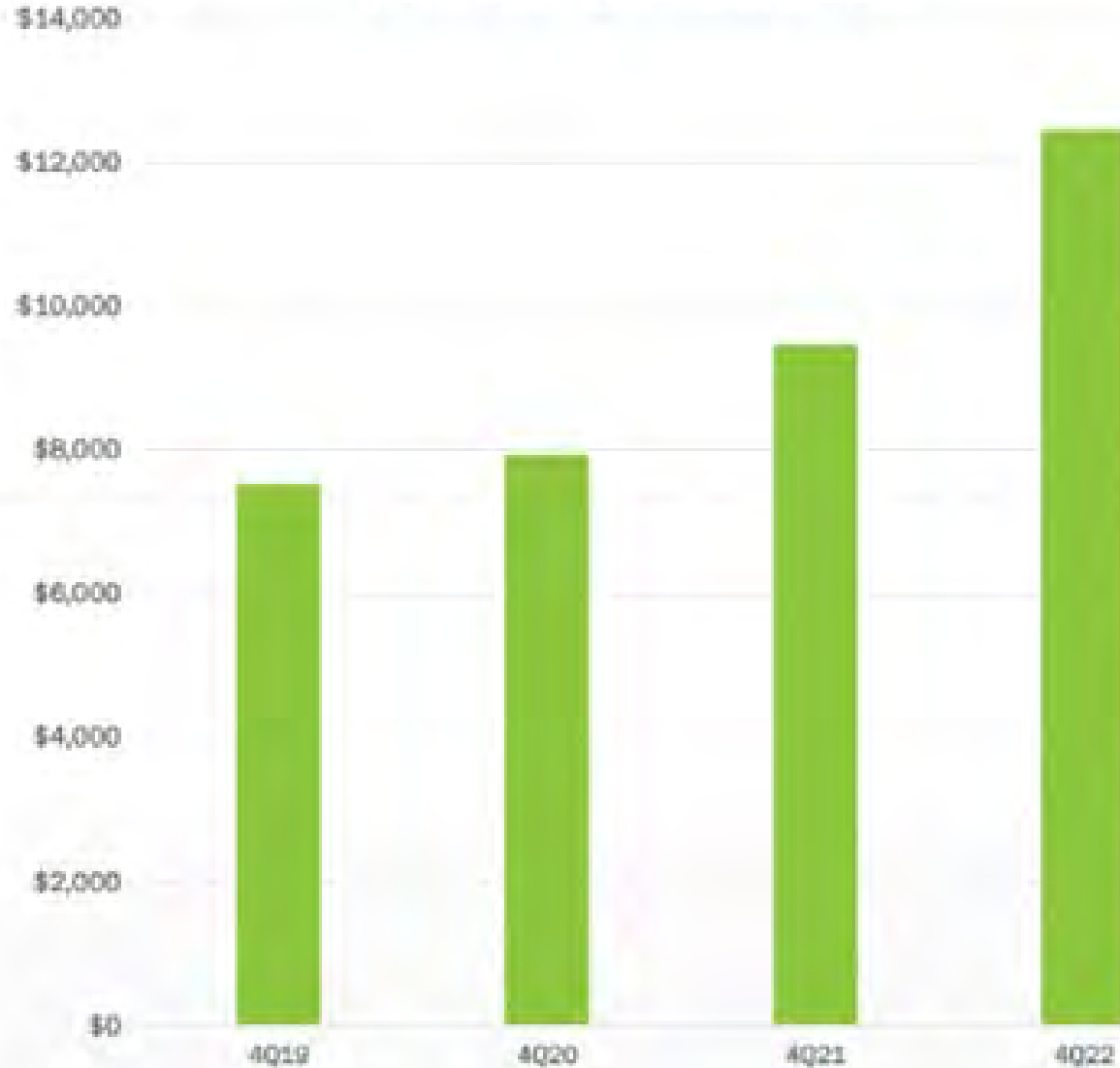
BANKS:

Started losing share to NDs in '08...Gained 11% in '22

CREDIT UNIONS:

Steady...Yet huge market capture potential

Cost to Originate in USD



Source: Mortgage Bankers Association; Teraverde Analytics

Q3-'23 = \$11,441

Lenders finding ways cut expenses
= Opportunity

Expense %

Direct People Expenses 67% (Sales 44%)

Direct Process Expenses 19%

Direct Infrastructure 9%

Corporate Allocation 5%

How are you working to keep cost down?

Source: MBA Performance Report

Rock-n-Roll Mortgage Trivia

What rock star has the largest mortgage loan recorded in history with a \$ 53-Million-dollar loan?

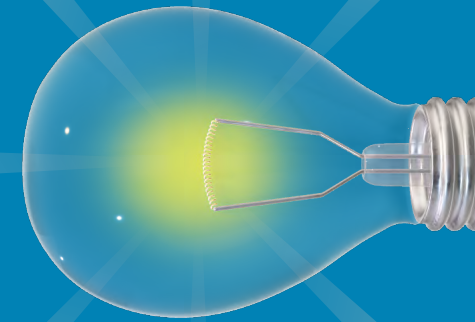
A) Jay-Z & Beyonce

B) Rapper Drake

C) Kanye West

D) Taylor Swift

Answer ???



Who guessed...

A) Jay-Z and Beyonce



Times Are Changing Online



Research shows....

- **Consistent** and **Repetitive** Marketing is the Key to Call to Action (CTA).
- The average person needs to see or read an ad **5-6 times** before reacting or remembering the message.
- **Educational content** builds trust & loyalty prompting faster responses from consumers (Millennials / Gen Z)
 - Millennials and Gen Z want both Tech Options & Trusted Advisor (both).

It's the Goldfish Mentality...

- Online scrolling; lots of noise, images, videos, messages, feeds, posts
- Multiple social media sources (LinkedIn, Facebook, YouTube, Twitter, Tik Tok)
- Data or Information is forgotten within 6-10 seconds like mind of a goldfish

Trivia

Which team(s) have won the most Super Bowl trophies?

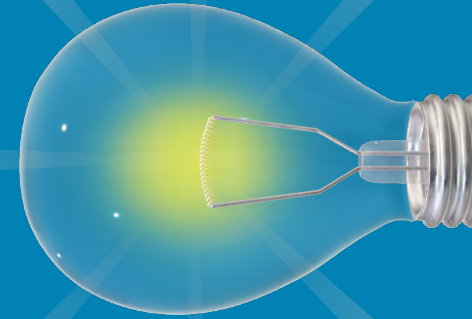
- A) New England Patriots**
- B) San Francisco 49ers**
- C) Green Bay Packers**
- D) Pittsburgh Steelers**

Answer ???

Who guessed...

A & D

The Patriots and Steelers each
have 6 Lombardi trophies



Give A Little Bit, To Get The Business

We make a
living by what
we get.
We make a life
by what we give.

Winston S. Churchill
Former Prime Minister of the UK from 1940 - 1945

Share Community Support

Share the great things you
are doing in the community

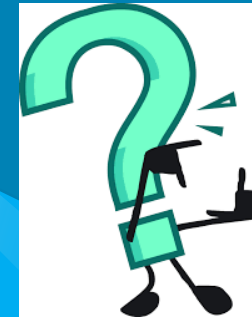
Provide value for your products

The value the member sees
in your products could impact
their decision



Provide Value for your insight

Perceived value of your
insight increases if you show
how it applies directly to the
member



Ask, Ask, Ask

Don't be afraid to ask for the
business

Rock-n-Roll Mortgage Trivia

In the 1980s, which rock star faced a mortgage crisis when his lavish home, known as "Neverland Ranch," became the subject of financial difficulties?

- A) Bruce Springsteen**
- B) David Bowie**
- C) Prince**
- D) Michael Jackson**



Answer ???

D) Michael Jackson



Know The Eggs In Your Basket



Secondary Market

- Conventional options include fixed & adj rates
- Longer terms



Government Solutions

- VA, USDA, FHA
- More flexible qualifying terms



Portfolio Loans/Niche Products

- Offerings no one else has
- Owned by credit union



Downpayment Assistance Programs

- City
- County
- State
- Grants

Trivia

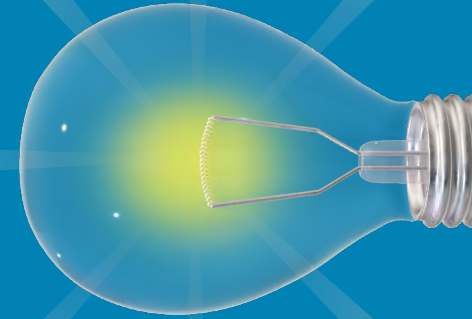
Which player has won the most Super Bowl MVP awards?

- A) Joe Montana**
- B) Eli Manning**
- C) Tom Brady**
- D) Patrick Mahomes**

Answer ???

Who guessed...

C) Tom Brady has won 5 Super Bowl MVP's



Unlock The Member's Secrets

Know your members

- Data
- Trends
- Habits
- Track in CRM

Exceed Member Expectations

- Be a good listener
- Identify and anticipate needs
- Go above and beyond
- Seek feedback
- Always be polite and appreciative

Effectively Market to Members

- Social Media
- Blogs
- Email Campaigns
- Sponsorships
- Run Events
- Partnerships



Rock-n-Roll Mortgage Trivia

What was the highest 30 year mortgage rate ever recorded?

- A) 9.99%**
- B) 16.63%**
- C) 15.07%**
- D) 18.45%**

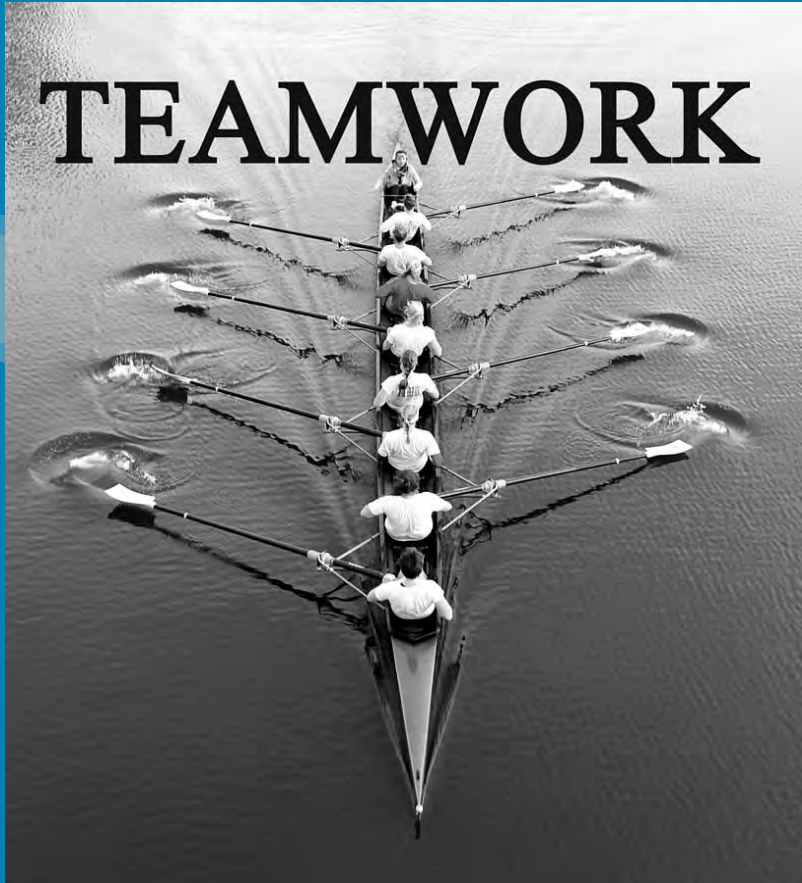


Answer ???

D) October 1981 saw 30 year
FRM mortgage rates hit their
historical peak at 18.45%



Forge Unbreakable Bonds



Build Relationships

- Strong Culture from within
- Staff Awareness

Referrals

- Real Estate Agents
- Other industries
 - o Tax Professionals
 - o Financial Planners
 - o Title Companies
 - o Attorneys
 - o Builders
 - o Nonprofits



Row together as a team to help improve the members lives!!

Rock-n-Roll Mortgage Trivia

What was the original name of the Kansas City Chiefs

- A) Royals**
- B) Colonels**
- C) Texans**
- D) Comets**



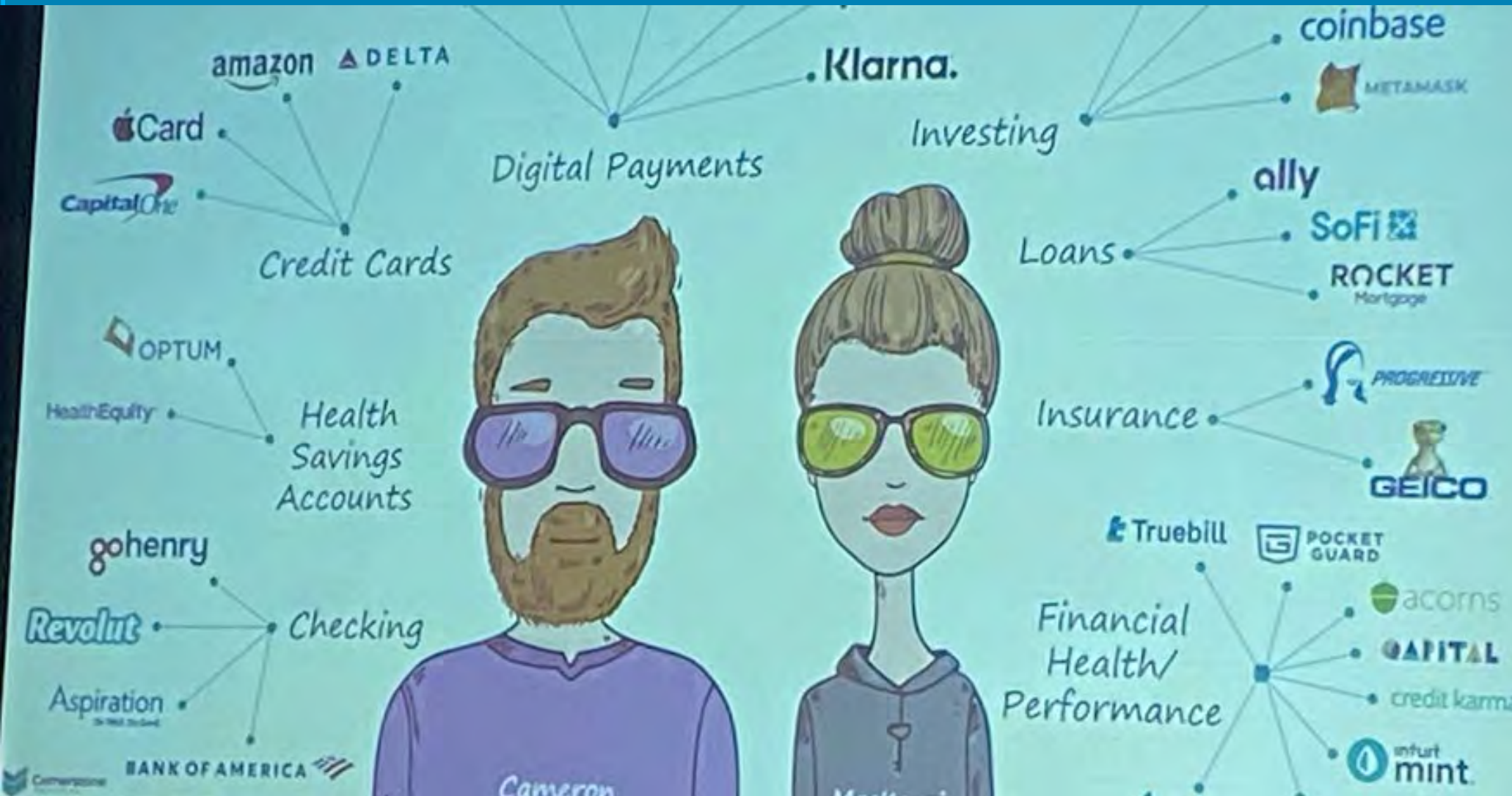
Answer ???

C) The Dallas Texans moved to Kansas City in 1963, becoming the Chiefs



Don't You Forget About Me... Follow Up is Key To Opportunity

Wallet Share Competition



Simple Follow Up
Works

Members Have
SEVERAL Financial
Relationships
Now

Email, Text, Phone
Use MANY Forms of
Communication

Follow Up Means
You CARE and WANT
My business

Join us



May 17th
Rocky Creek Sporting Clays
Richburg, SC

www.carolinasclayclassic.org

Benefits

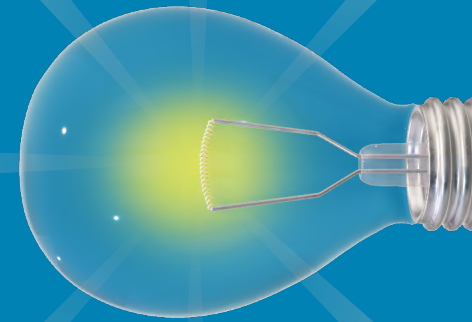


Thank you & Go Chiefs!!!



Andrew Williams

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