

The **Future** of Mortgage Technology

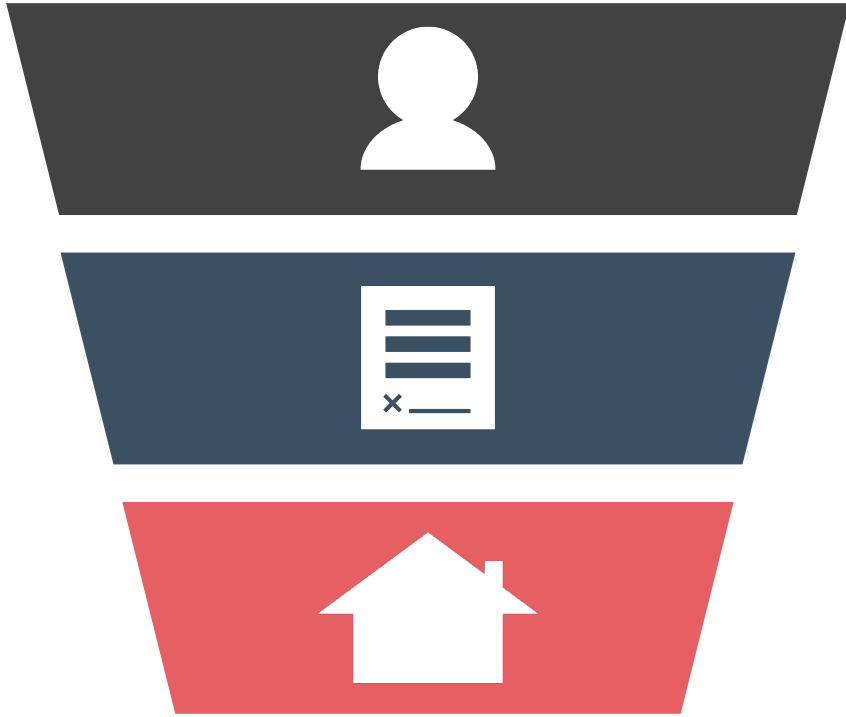
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ROOSTIFY



From **lead** to **application** to **close**, digital technology is improving the mortgage origination funnel at every stage.

“

We are seeing a lot more applications coming in from the web, and when they do, they are more complete. ”

Matthew Hillis
CIO, HomeTown Lenders



“

My staff, as well as real estate agents working with the clients, used to have to make several extra phone calls to track down missing paperwork. Now we can see exactly where the documents are and who we are waiting on to finalize them. ”

Brett Bonecutter,
Branch Owner,
Monarch Capital Home Loans



“I wanted to share this with you about one of our earliest experiences with Roostify. We announced to the company that we were going live with Roostify on the Monday the 23rd of January. On Friday afternoon we began the process of repointing the application links in on the Website and the loan officers signatures to Roostify.

When we came into work Monday one of our top loan officers discovered that he had three applications submitted. Two of which were completely documented. All without any prior contact with the loan officer. By Monday morning he was able to issue a fully validated preapproval.

Needless to say the loan officer was extremely impressed. To those of us who were working to bring the system to the company it was a validation of the power of this tool.

Thank you for your efforts in getting helping make this happen.”

Online Mortgage Customers are Happier

Customer Satisfaction Ratings*



*Source: J.D. Power 2015 U.S. Primary Mortgage Origination Satisfaction Study

Online Mortgage Customers are Growing

90%

used the Internet for at least part of the mortgage process

80%

submitted documents electronically during the mortgage process

85%

said online electronic solutions have simplified the financing process

36%

wouldn't mind getting a mortgage without personally meeting with a lender

Source: Discover Home Loans 2015 Survey

Online Mortgage Customers are **the Future**

NEARLY

1 in 3

North American homebuyers **between 25 and 29** bought a home through digital channels

34%

Said online was the most **important channel** for banks to invest in for the next 5 years

#1

Reason consumers gave to stay with their bank: **online services.**

Source: Accenture 2015 North America Consumer Digital Banking Survey for Lenders

Become a Data-Driven Organization

Applicant Funnel

91%

Completion Rate

561

Applications Started

510

Applications Completed

78%

Close Rate

510

Applications Submitted

398

Loans Closed

Average Days to Close

Applicant Acquisition



331 applications
(65%)



105 applications
(20%)

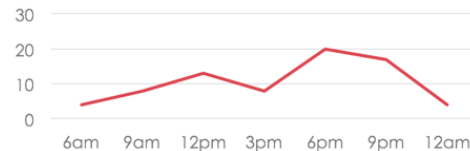


74 applications
(15%)

Average Volume by Day



Average Volume by Time



General Metrics



85% lead-to-submitted app conversion rate



25% submitted on mobile



98% submitted app conversion when integration used



40% of applicants provide docs with submitted app



Average customer submits an app in < 20 minutes



20% TurboTax conversion rate