



# MORTGAGE PEER NETWORK

STRONGER RELATIONSHIPS. EXCEPTIONAL RESULTS.

Real-Time, Peer-Based Results

## Who We Are

Mortgage Peer Network is an innovative hosted solution that allows lenders to significantly **improve their borrowers' experience** and compare **operational performance** and **borrower satisfaction** against **peer lenders**. This results in lower production costs and increased loan volume by increasing repeat and referral business through social media. Mortgage Peer Network allows companies to address customer issues as they occur and avoid devastating, negative online reviews from consumers.

## Problems We Solve

**Real-time Consumer Satisfaction** Are you still sending out borrower satisfaction surveys after the loan closes? When consumers tell you that you didn't meet their expectations or that they are not happy, do you know exactly where in the process your team dropped the ball and more importantly, how to avoid repeating mistakes that result in unhappy borrowers? Traditional survey methods have become **obsolete** in the mortgage industry - Mortgage Peer Network is the new standard for managing your overall borrower experience.

**84% percent of consumers indicate a personal recommendation from a person they know will influence their buying decision.**

Source: G. Smith, [The Opt-Out Effect](#)

**86% percent of consumers say a negative online review impacts their overall buying decision.**

**40% of consumers form an opinion by reading 1- 3 online reviews.**

Source: [www.Vendasta.com](http://www.Vendasta.com)

**Changing Consumer Behavior** Consumers, especially millennial consumers, are empowered to impact the brand image and online reputation of lenders through the use of social media. Consumers today almost always perform some level of online research before making a buying decision and rely heavily on input received via online reviews and social media. Mortgage Peer Network addresses this changing buyer behavior, generates new business through social networks and delivers operational efficiency to off-set rising operational costs.

[www.mtgpeer.com](http://www.mtgpeer.com)  800.335.6850  [info@mtgpeer.com](mailto:info@mtgpeer.com)



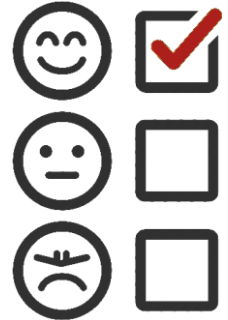
# MORTGAGE PEER NETWORK

STRONGER RELATIONSHIPS. EXCEPTIONAL RESULTS.

Real-Time, Peer-Based Results

## How We Do It

Mortgage Peer Network provides communication with the borrower throughout the entire lending process. With Mortgage Peer Network you can accurately and scientifically measure customer satisfaction. We do this with **milestone-based surveys** that track consumer sentiment throughout the lending process. Our highly specialized survey system routinely garners consumer response rates in excess of 25%. Next, our **peer-based performance analysis** highlights the areas within the company that are not performing well. These inefficiencies invariably result in poor customer satisfaction. By improving operational efficiency and providing better customer communication throughout the process, our customers achieve higher customer satisfaction, fewer negative online reviews and more borrower leads through personal recommendations.



Mortgage Peer Network is designed to drive new business by **maximizing positive borrower experiences** and reviews on social media while minimizing negative experiences. Borrowers who are extremely satisfied are provided with an opportunity to share their positive experience on social networks, whereas a dissatisfied borrower response is immediately escalated to management, providing an **early warning system** so that management can intervene and salvage the relationship and minimize any negative visibility in social media.

## Why You Should Care

Mortgage lenders cannot afford to overlook the importance of providing consumers with the best experience possible. The potential costs associated with even one negative online review can be devastating. Instead of using backward-looking, obsolete survey systems, discover how your company can leverage changing consumer buying behavior to your benefit.

- ✓ Ensure ALL borrowers have the best experience possible, not just the ones that make it to closing
- ✓ Build a borrower-focused service culture
- ✓ Understand and eliminate production issues affecting customer satisfaction
- ✓ Build and protect your online reputation

Be the best lender possible for your customers. Call Mortgage Peer Network.

[www.mtgpeer.com](http://www.mtgpeer.com) 🏠 800.335.6850 🏠 [info@mtgpeer.com](mailto:info@mtgpeer.com)