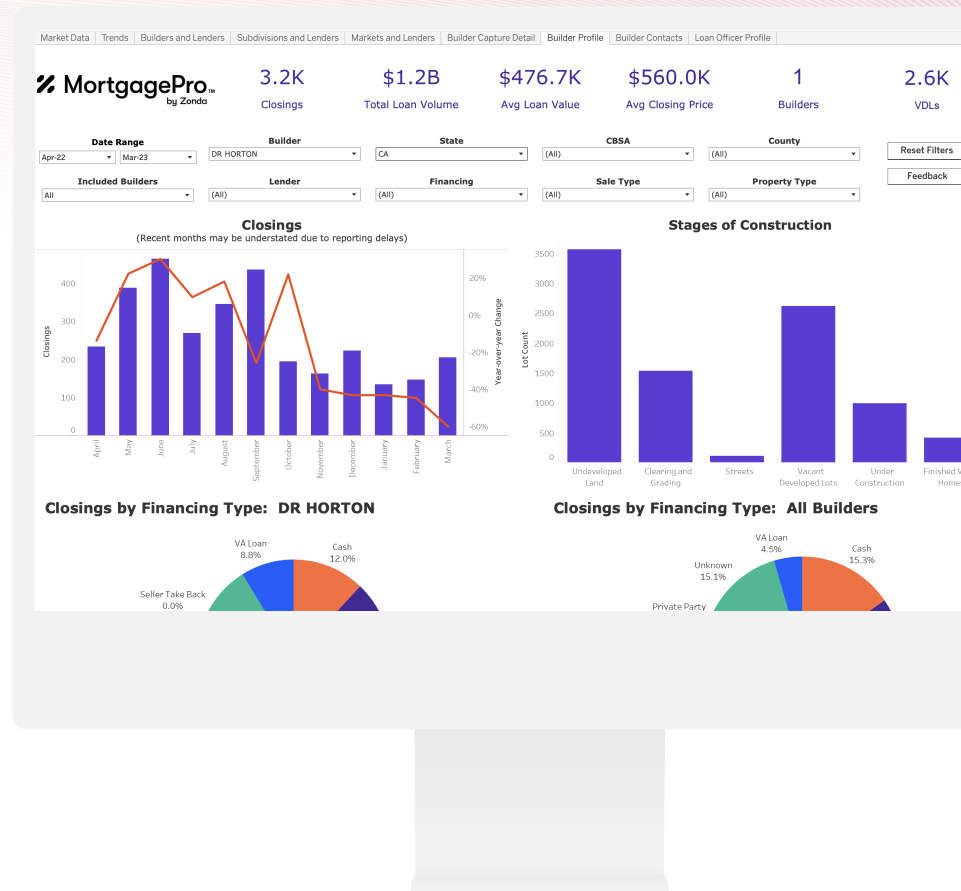


Helping lenders secure more builder business

! One third of homes sold last year were new construction

Zonda MortgagePro provides an exclusive view into the new home lending landscape, providing benchmarking and prospecting intelligence to inform lenders' key business growth activities in new home construction.

- Recruit top-performing loan originators
- Assess the homebuilder market and strategically grow your share
- Discover, connect, and close new builder partnerships



Discover what leading lenders are saying about MortgagePro

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Our marketing effectiveness with builder prospects has improved because we can quickly target prospects that fit our profile and we are more prepared when we get an opportunity to meet with the decision makers. The application allows our originators to go after more builder business because they are confident they have a competitive advantage and they are familiar with the needs of the builder. This results in more productive meetings and a higher close rate.

George Rivers - Vice President-National Builder Manager, Certainty Home Loans, LLC

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We love the tool and use it daily to...

1. Profile prospective builders to quantify their size, geography, price points, etc.
2. Understand their current lenders capture share and product mix
3. Identify companies for potential recruiting that we can then research to find the specific loan officer
4. Measure our own capture share with specific builders in specific markets
5. Understand what portion of the market is cash vs financed

Jason T. Will - SVP of Growth & Southeast Regional Executive, Embrace Home Loans

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I use MortgagePro all the time, it is a great tool. I use it to pull information on builders in my market that I am calling on to get data such as funded units over past 12 months, lender capture (to look for trends such as declining capture from one of the “preferred” lenders on their list and a general idea as to how tight the referral relationship is etc.) I also use it to show opportunity to my team to help them overcome objections and be fully informed when they visit a particular site. Bottom line - it is an extremely valuable tool.

Troy Arnold - Regional Builder Sales Consultant, Wells Fargo Home Mortgage

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The success we've had off of this in just the first few months of utilizing it has been tremendous and I think as we expand this nationally, it's going to take us to the next step in the builder space.

Randy Florence - Regional Mortgage Production Manager, US Bank

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My team has never done builder business before and in our first year, we've quadrupled our closed production utilizing Mortgage Pro and Insight. We've also added dedicated processors to assist with the partner experience.

Gerry Barrientos - Mortgage & Construction VP, Regions Banks

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It makes prospecting more targeted and fruitful. I also utilize Zonda to track our current builder partnerships to ensure that we are meeting or exceeding our capture rate standards on a monthly basis. This tool is incredibly valuable.

Amy Abeyta - Vice President of National Builder Sales, Colten Mortgage