



Financial Marketing
SYSTEMS, INC.

Mortgage Market Insights:

Custom Market Analysis using Federal HMDA data



Understand the inner workings of your mortgage market with a custom Mortgage Market analysis from FMS. Your report will include:

- Top Competitors Analysis
- Market Share
- Trends 2008-2011
- Denial Analysis
- Demographic trends
- Demand projection

We define your Market down to the Census Tract. Within your customized market area, we then answer the key questions involved with resource allocation and marketing strategies:

Who are my real competitors within my market?

Top Competitor Analysis includes applications and originations by year

Are my competitors looking for a certain type of loan?

Application types (Conventional, VA, FHA, FSA/RHS)

Loan Purpose (purchase, refinance, home improvement)

Central tendency for loan denials

What is my real Market Share and the share of my top competitors?

Originations plus purchased loans within defined market area

Trends 2008-2011

Do my competitors tend to deny applications for specific reasons?

Loan denial analysis often provides insights into the type of applicant attracted by a lender, and their priorities in judging loan quality.

Central Tendency for denying loans

Trends 2008-2011

What is the income and age of consumers within my market?

Market Area Demographics includes average home values, and percentage of home ownership within the market

U.S. Census data


5 year projections show how your market will change

What will be the demand for mortgages in the future?

5 year projections forecasting mortgage product demand within your market

To order your report, contact Bob Singer at BobSinger@bankmktg.com, 1-815-398-2474

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