

CU Realty Services

- Florida CUREN
- Welcome to Naples, Florida



HomeAdvantage Update:

New Market Trends That Impact YOU

PRESENTED BY:

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Biggest Market Trend:

Journey Mapping To Success

Why it's important to be more than just a lender...



What does it mean?

- **Journey Mapping** is identifying all the phases and steps a consumer takes before they make a purchase decision
- **Activity-Based Marketing** is simply marketing to potential customers based on the relevant activity that they are doing.
- It's all about **Customer Experience**



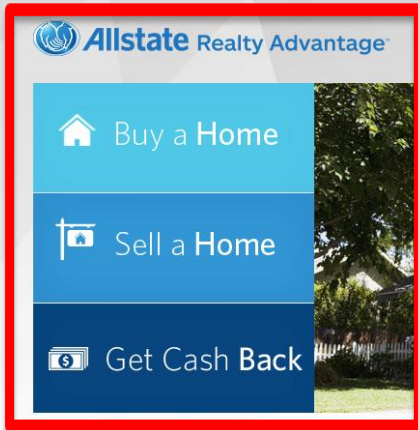
Awareness

“...seven out of eight existing members don’t know that credit unions ‘provide a progressive, competitive mortgage product.’”

- Bob Dorsa, President
American Credit Union Mortgage Association



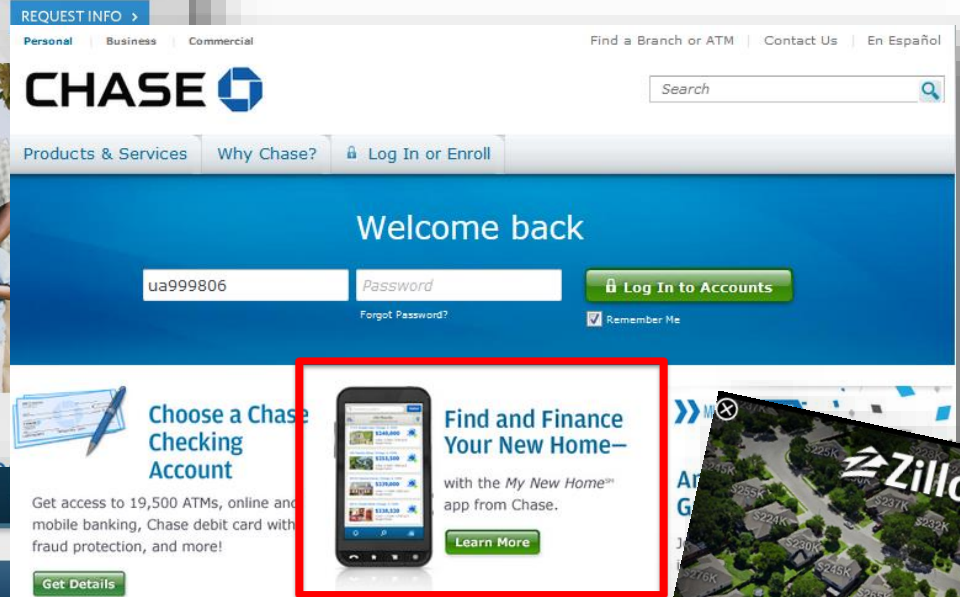
Market Examples:



Allstate Realty Advantage

- Buy a Home
- Sell a Home
- Get Cash Back

This block shows a navigation menu for Allstate Realty Advantage with three main options: Buy a Home, Sell a Home, and Get Cash Back. The menu is highlighted with a red border.



CHASE

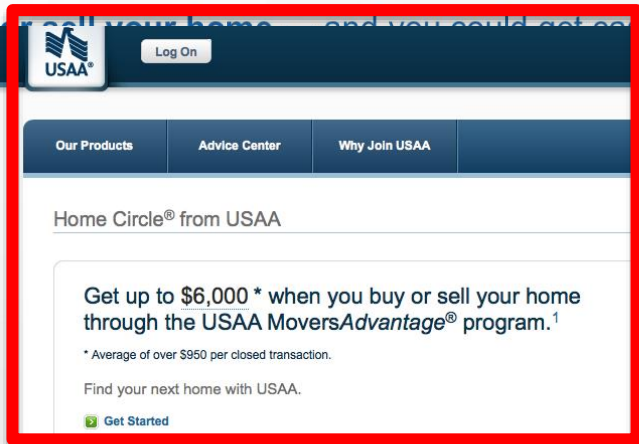
Welcome back

ua999806 Password Log In to Accounts

Choose a Chase Checking Account

Find and Finance Your New Home— with the My New Home™ app from Chase.

This block shows the Chase website interface, including a login section and a promotional banner for the My New Home app. The app banner is highlighted with a red border.



USAA

Home Circle® from USAA


Get up to \$6,000* when you buy or sell your home through the USAA MoversAdvantage® program.¹

* Average of over \$950 per closed transaction.

Find your next home with USAA.

Get Started

This block shows a promotional banner for USAA's Home Circle program, offering up to \$6,000 in cash back for home transactions. The banner is highlighted with a red border.



Zillow

Find your next home. Search for sale, foreclosures, rentals, and more.

INSTALL APP

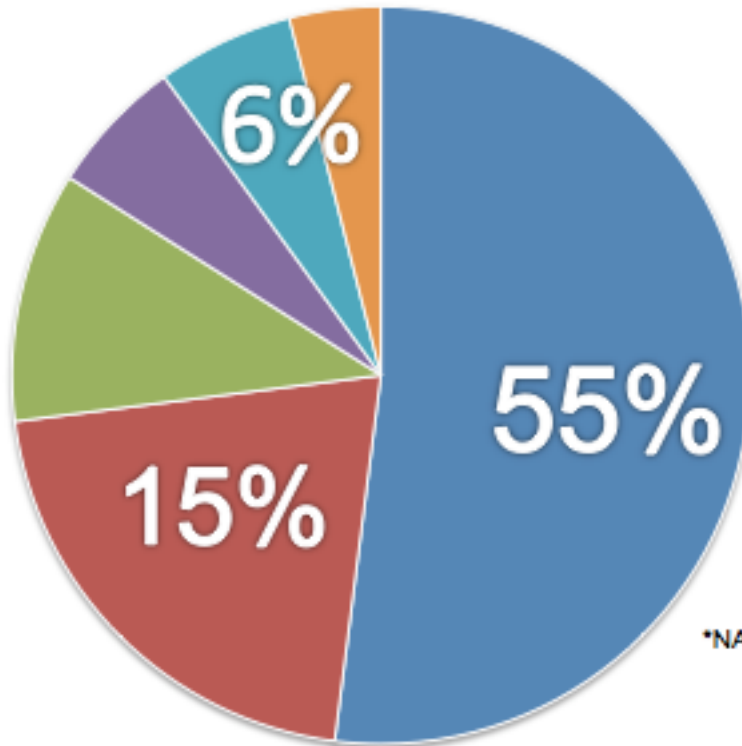
This block shows a Zillow app advertisement featuring an aerial view of a neighborhood with house prices and a call to action to install the app.



The Lifecycle of a Home Buyer



NAR: “The Home Search Process”



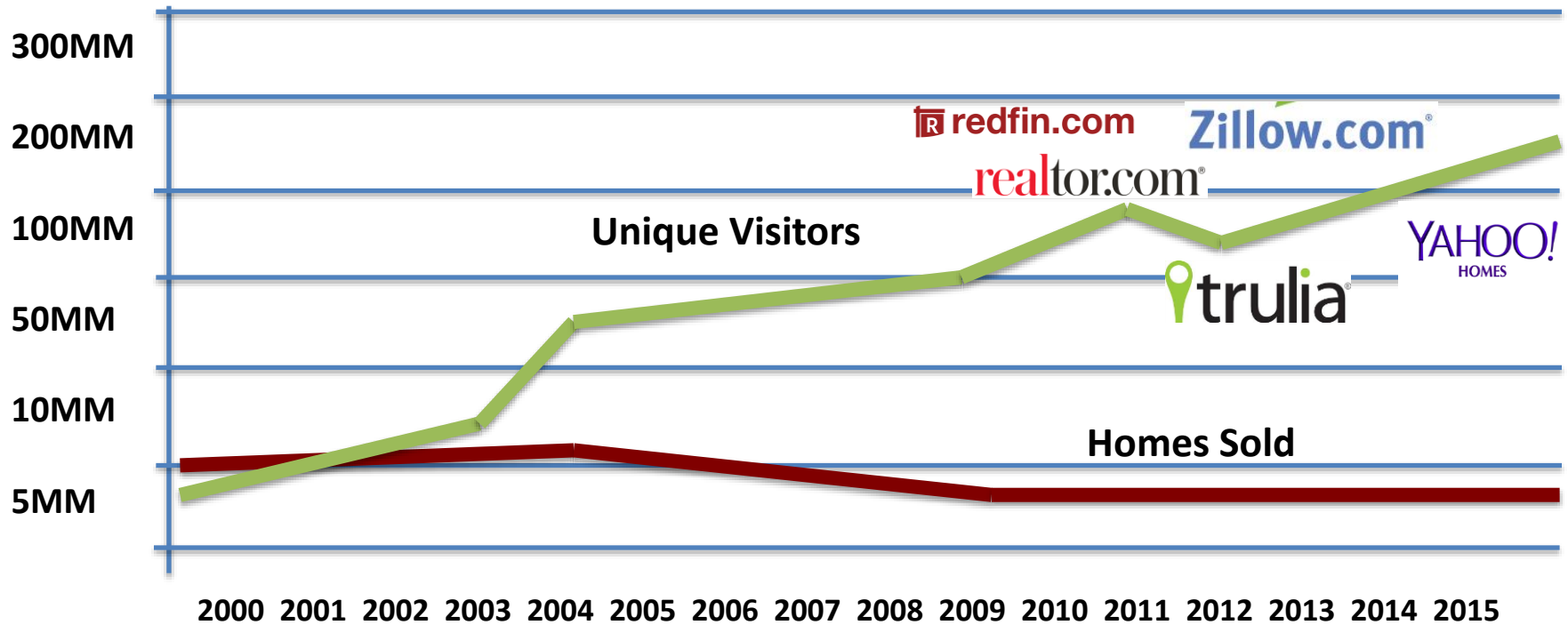
FIRST Step in 2015*:

- Internet
- Agent
- Drive by/open house
- Friend/Relative
- Lender
- Other

*NAR: 2015 PROFILE OF HOME BUYERS AND SELLERS



Online Real Estate Search Trends



Fannie Mae: “The Mortgage Purchase Journey”

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10	Step 11	Step 12
Research the area where you want to buy	52%	14%	7%	4%	4%	4%	3%	3%	3%	2%	2%	1%
Look at homes (online and open houses)	12%	29%	9%	12%	6%	4%	5%	5%	4%	4%	4%	4%
Meet with a real estate agent	11%	25%	51%	31%	18%	16%	13%	11%	11%	10%	7%	4%
Research different mortgage loan options (e.g., interest rate, points, length of term, fixed or floating rate)	12%	14%	15%	12%	14%	11%	8%	5%	4%	3%	2%	1%
Get together the financial documentation and paperwork necessary (e.g., bank statements, pay stubs, tax returns) to get a loan	9%	7%	9%	9%	12%	11%	8%	7%	7%	6%	6%	6%
Get pre-qualified/pre-approved for a mortgage	8%	8%	9%	10%	11%	10%	10%	10%	8%	6%	6%	3%
Meet with lender/lenders	4%	6%	7%	10%	12%	13%	14%	10%	9%	6%	4%	3%
Get and compare different mortgage quotes	2%	7%	9%	12%	11%	13%	14%	10%	9%	6%	4%	2%
Come to a final decision on the lender you will use	1%	2%	5%	6%	9%	10%	10%	13%	13%	11%	9%	6%



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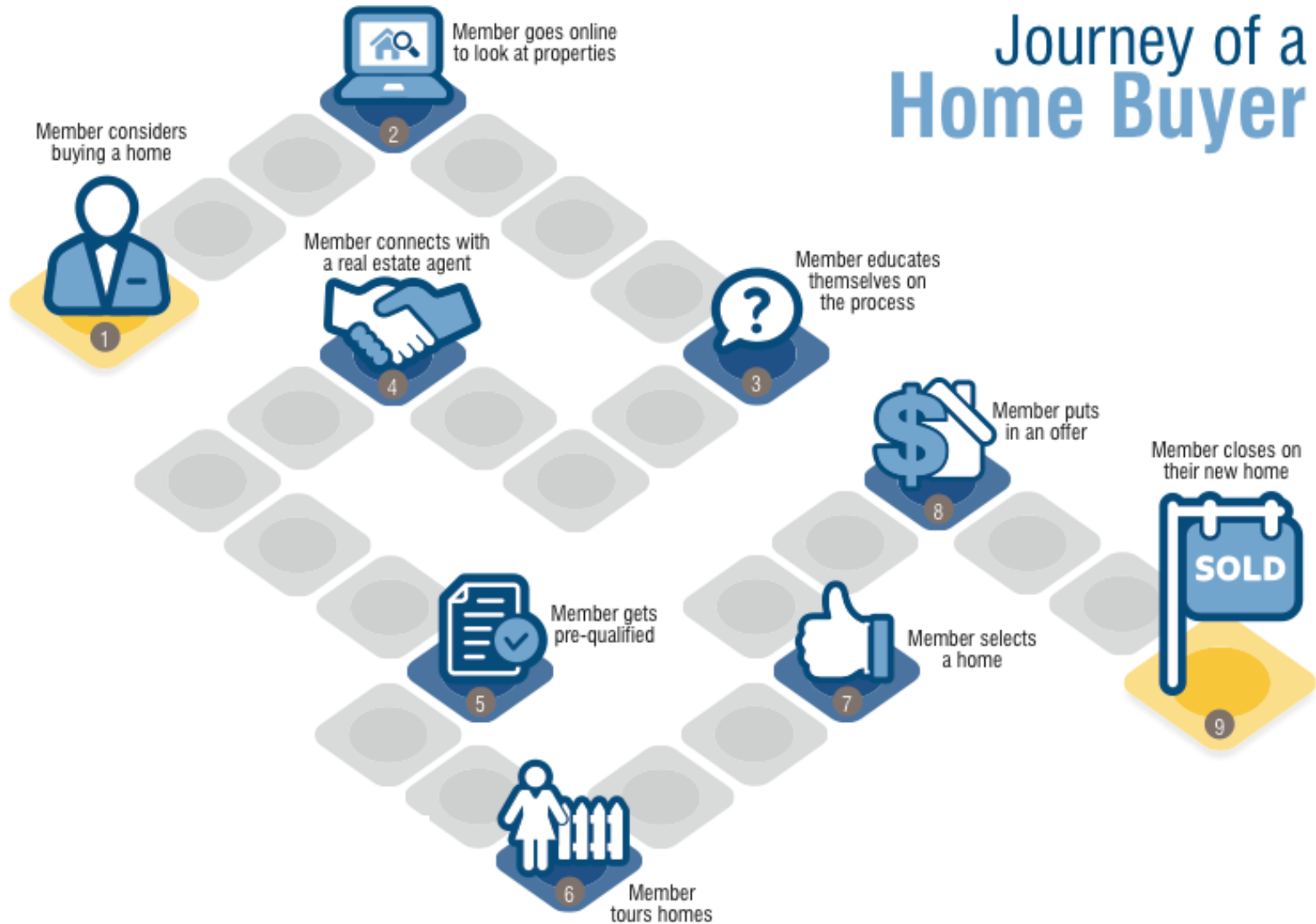


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Journey of a Home Buyer



First Point of Contact™

- What is FPOC?
- Why is it so important?
- How do you earn it?



First Point of Contact™

“Now there’s a lot of competition over this. **Everybody wants to be the first point of contact:** lenders, title companies, lawyers, and retailers. If REALTORS® lose their position as the first point of contact, they’ll just be another spoke on the wheel, at the mercy of whoever is at the hub. **And whoever is at the hub chooses where to send consumers next...**”

Dennis R. Cronk

President of NAR, 2000





YOU + Real Estate Agents = strong TEAM

- Partnership
- Relationship
- Communication
- Expectations



Your Agent Relationships

- Are you working with the correct agents?
- Are they full time professional agents?
- What is their closing rates?
- Do they know your programs?
- Are they loyal to the Credit Union?



Questions?

THANK YOU!

Greg Fairbanks
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www.curealty.com

Entertain. Educate. Engage. Inspire.

