

Meet your hosts:



CHRIS GRIMM

**President of BANK, Community Bank
Mortgage, and FHLB Board Member**

*Chris has been in the banking industry
for over 20 years. Chris believes in
leading with innovation and creativity.*

CARLY PEARSON

**Business Development,
Community Bank Mortgage**

*Carly has been involved in business development
for over 10 years. Carly has a passion for helping
people and businesses achieve success.*



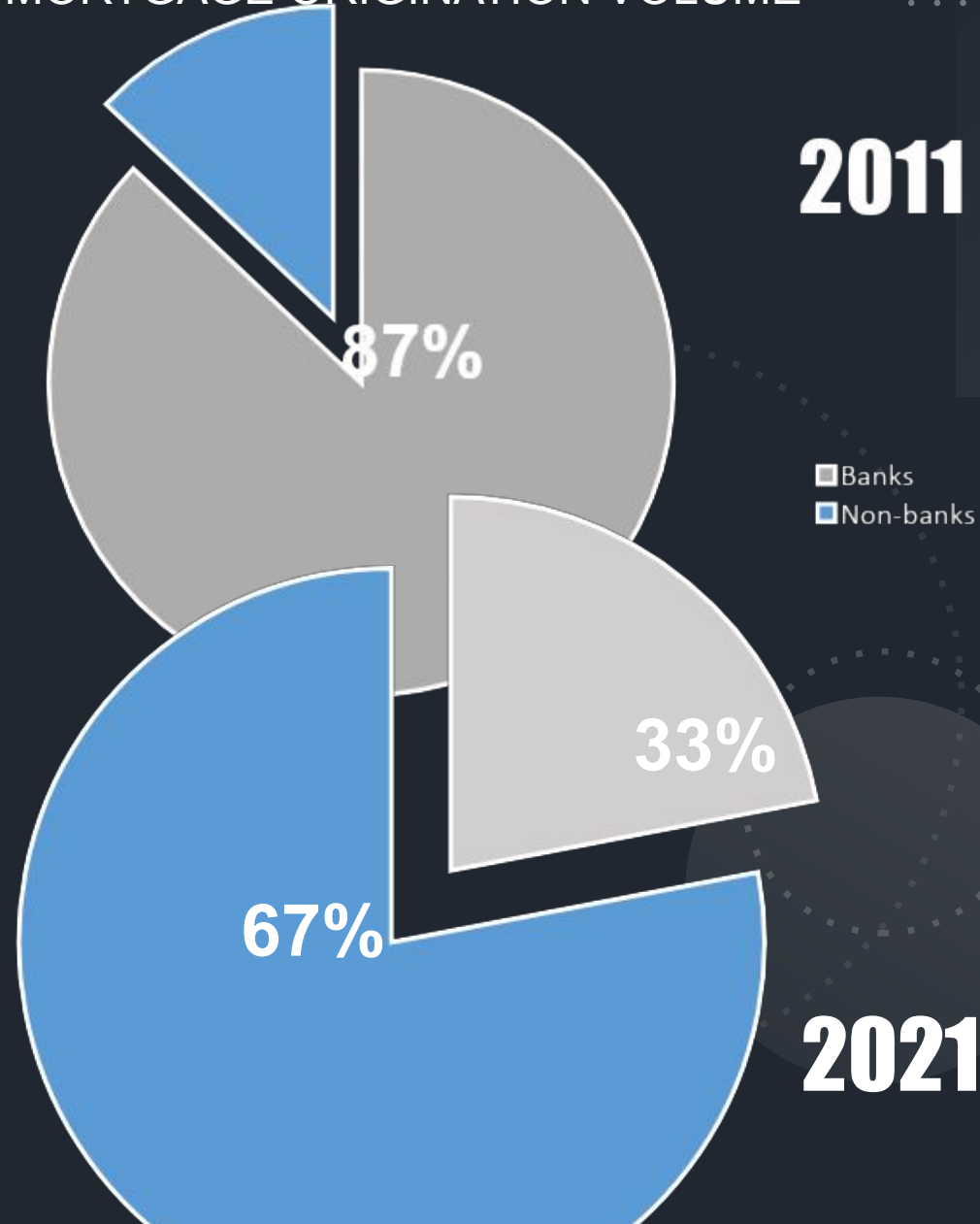
**Stop losing
market share
to Rocket
Mortgage**



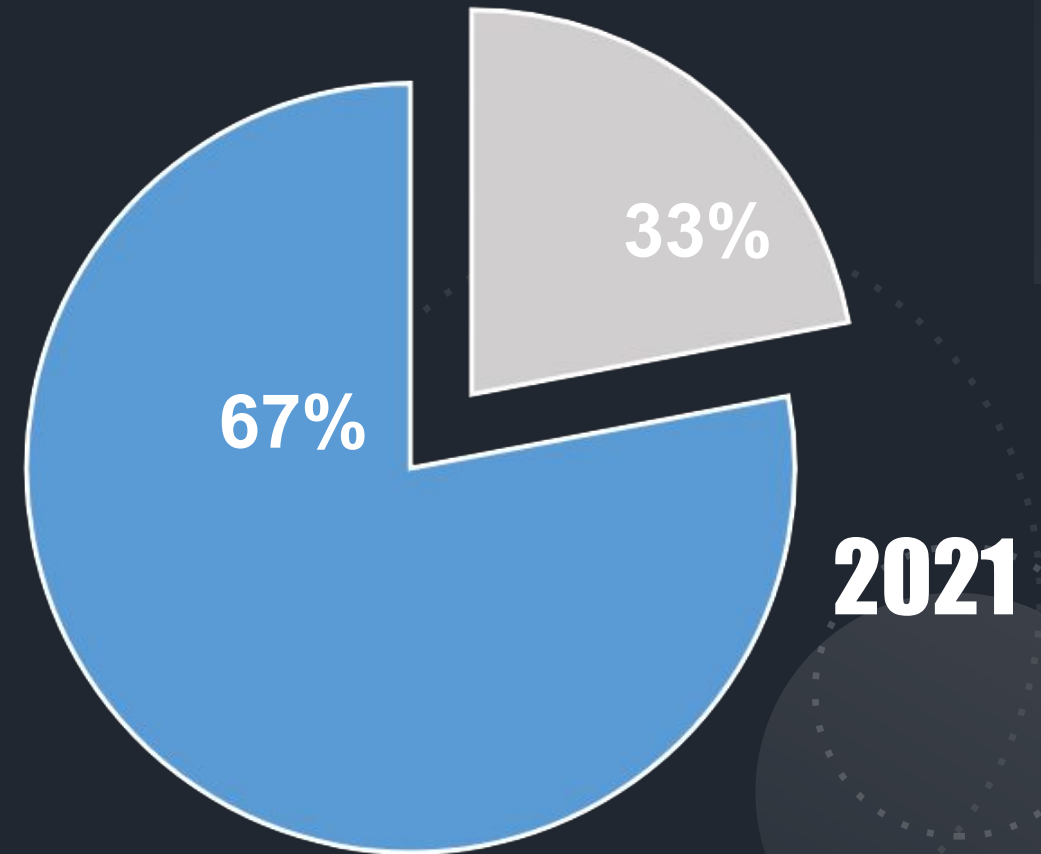
and other non-
bank providers.

What's happened in the mortgage business?

MORTGAGE ORIGINATION VOLUME



Rocket Mortgage
Loan Depot
Lending Tree
UWM
Who has this
share of the
pie?
PennyMac
Planet Home
Lending
Homepoint
NewRez
and more...



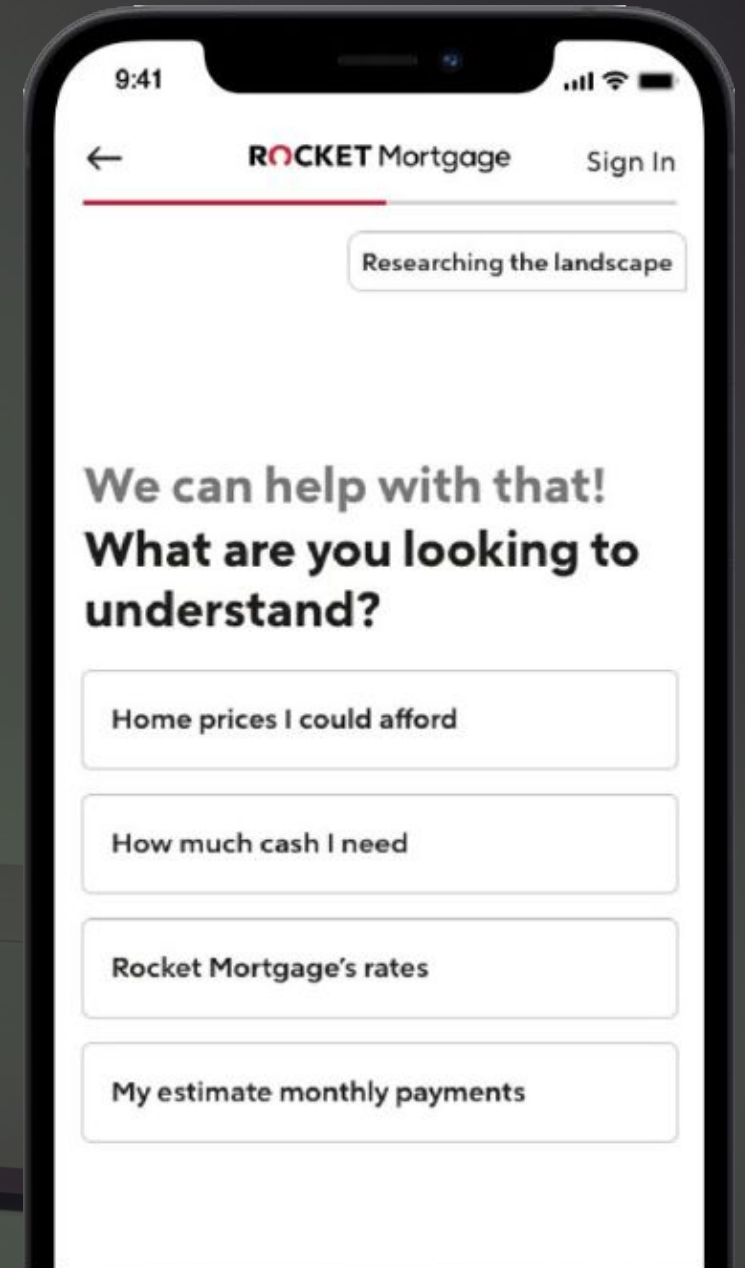
In January 2018, Rocket Mortgage became the largest overall retail lender in the U.S. and the largest online retail mortgage lender.¹

How did they do it?

¹ Pender, Kathleen (2018-02-01). "Quicken Loans tops Wells Fargo to become No. 1 in retail home loans". San Francisco Chronicle.

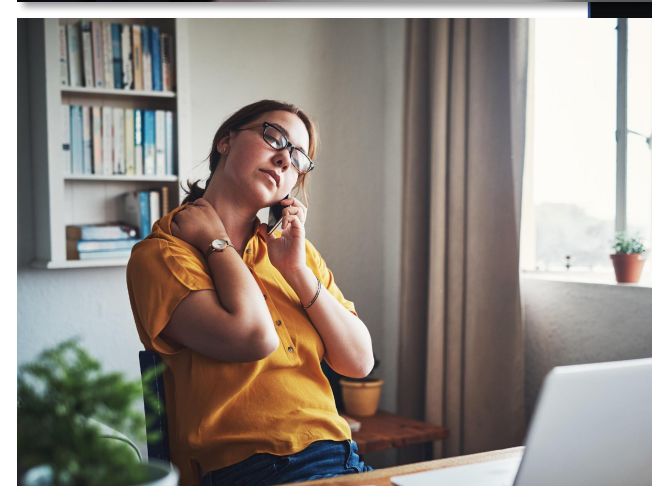
Technology

Rocket Mortgage spent over \$400 million to build a customer facing, user-friendly technology



Sales Mindset

Aggressive, persistent,
relentless pursuit of
applicant/contact



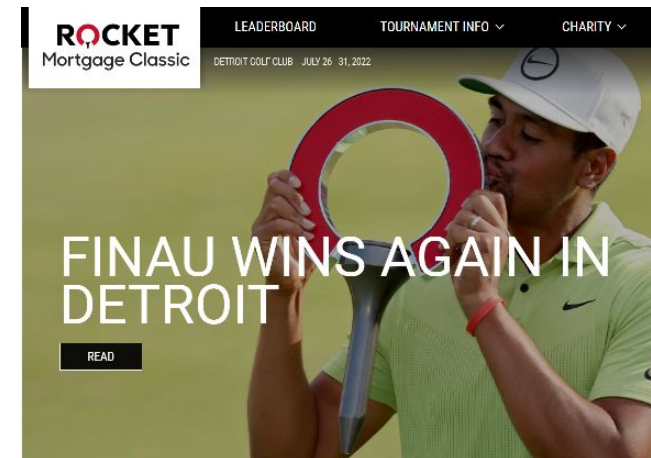
Marketing/ Advertising

Rocket Mortgage spent over \$100 million in 2021* on marketing and advertising

**Rocket Mortgage | Advertising Profile | See Their Ad Spend! | MediaRadar*



Rocket Mortgage | Certain Is Better - 2021 Super Bowl Commercial



A woman with dark hair, wearing a white blazer, is looking out a window. The image is dimmed, and text is overlaid on the left side. A vertical line separates the title from the subtitle.

**Commercial
Banks and
Mortgages**

Stop the erosion
and level the
playing field



**What's
working for
commercial
banks who
are doing
well?**

Successful banks have invested in:

- Technology



Successful banks have invested in:

- Technology
- Best pricing



Successful banks have invested in:

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- Knowledgeable staff



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- Relationship driven loan officers



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- Technology
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- Marketing



Successful banks have invested in:

- Technology
- Best pricing
- Knowledgeable staff
- Relationship driven loan officers
- Marketing
- Quick turn time





**What about
profitability?**

**What does it
currently cost
you to do a
mortgage?**

| Per Loan Staffing Cost | | |
|--|--------------|------------------|
| Description | Time (Hrs) | Cost |
| Borrower Application Discussion(s) | 1 | \$ 36.06 |
| Application Review/Initial Disclosures | 0.5 | \$ 18.03 |
| Underwriting | 0.75 | \$ 27.04 |
| Fulfilling Loan Conditions | 0.5 | \$ 18.03 |
| Rate Lock/Locked Loan Estimate | 0.33 | \$ 12.02 |
| Appraisal Order & Review | 0.5 | \$ 18.03 |
| Title Work Order/Review/Communication | 1 | \$ 36.06 |
| Pre-Close Loan Processing | 0.50 | \$ 18.03 |
| Closing Document Drafting and Prep | 1 | \$ 36.06 |
| Payoff Quote Order | 0.25 | \$ 9.01 |
| Closing Prep & Closing (In-house closings) | 1.5 | \$ 54.09 |
| Post-Closing Loan Processing | 0.5 | \$ 18.03 |
| Loan Funding Process | 0.5 | \$ 18.03 |
| Full Service Escrow and Review Process | 1 | \$ 36.06 |
| Payment/Coupon Book Production | 0.33 | \$ 12.02 |
| Administrative Quality Control | 1 | \$ 36.06 |
| Total | 11.17 | \$ 402.64 |

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| Underwriting | 0.75 | \$ 27.04 |
| Fulfilling Loan Conditions | 0.5 | \$ 18.03 |
| Rate Lock/Locked Loan Estimate | 0.33 | \$ 12.02 |
| Appraisal Order & Review | 0.5 | \$ 18.03 |
| Title V | Per Loan Hard Cost | |
| Pre-C | | |
| Closin | Description | Cost |
| Payof | Software Costs | \$ 250.00 |
| Closin | Office Supplies & Postage | \$ 55.00 |
| Post- | Total | \$ 305.00 |
| Loan | | |
| | Full Service Escrow and Review Process | 1 \$ 36.06 |
| | Payment/Coupon Book Production | 0.33 \$ 12.02 |
| | Administrative Quality Control | 1 \$ 36.06 |
| | Total | 11.17 \$ 402.64 |

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| Fulfilling Loan Conditions | 0.5 | \$ | 18.03 |
| Rate Lock/Locked Loan Estimate | 0.33 | \$ | 12.02 |
| Appraisal Order & Review | 0.5 | \$ | 18.03 |
| Title Work Order/Review/Commencing | 1 | \$ | 36.06 |
| Pre-Close Loan Processing | 0.50 | \$ | 18.03 |
| Closing Document Drafting and Prep | 1 | \$ | 36.06 |
| Per Loan Hard Cost | | | Cost |
| Description | | | |
| Fixed Monthly Staffing Cost | | | |
| Description | Time (Hrs) | | Cost |
| All Staff Training/Continued Education | 4.33 | \$ | 156.13 |
| Board Reporting Prep and QC | 0.5 | \$ | 18.03 |
| Investor Reporting (750 loan portfolio) | 8 | \$ | 288.46 |
| Investor Relationship and Contracts | 2 | \$ | 72.12 |
| Mortgage Servicing Asset | 1 | \$ | 36.06 |
| Loan Buyback Process | 0.5 | \$ | 18.03 |
| Total | 16.33 | \$ | 588.82 |

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| Fulfilling Loan Conditions | 0.5 | \$ 18.03 | | |
| Rate Lock/Locked Loan Estimate | 0.33 | \$ 12.02 | | |
| Appraisal Order & Review | 0.5 | \$ 18.03 | | |
| Title Work Order/Review/Communication | 1 | \$ 36.06 | | |
| Pre-Close Loan Processing | 0.50 | \$ 18.03 | | |
| Closing Document Drafting and Prep | 1 | \$ 36.06 | | |
| Payoff Software | 0.4 | \$ 9.01 | \$ 250.00 | |
| Closing Prep & Closing (In-house closings) | 1.5 | \$ 54.09 | 55 | Cost |
| Post-Closing Loan Processing | 0.5 | \$ 18.03 | | |
| All Staff Training/Continued Education | 0.5 | \$ 18.03 | 4.33 | \$ 5156.13 |
| Board Reporting Prep and QC | 1 | \$ 36.06 | 0.5 | \$ 18.03 |
| | | | | |
| Fixed Monthly Hard Cost | | | | |
| Description | | | Cost | |
| File Review and QC | | | \$ 400.00 | |
| LOS | | | \$ 3,500.00 | |
| POS | | | \$ 1,475.00 | |
| Image Flow | | | \$ 250.00 | |
| Mortgage Software Setup (\$25k/5 yrs) | | | \$ 416.67 | |
| Total | | | \$ 6,041.67 | |



**To be successful
today, you must
add in**

Technology



**To be successful
today, you must
add in**

Technology
Sales Culture

DIGITAL MARKETING



ANALYSIS



SERVICE



TARGET



WWW



RESEARCH

**To be successful
today, you must
add in**

Technology

Sales Culture

Marketing



What if you could replicate
Rocket Mortgage on
staffing and technology?

You don't need the \$100
Million marketing budget.

You have the one thing
Rocket Mortgage can't
buy: ***established
relationships.***

There is not a better time
to think about resetting
your process: **your** staffing,
your technology, and **your**
marketing.

Now is the time.

Benefits of an aggregation service

- Outsource costs



Benefits of an aggregation service

- Outsource costs
- Human Resources challenges reduced



Benefits of an aggregation service

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- Increased time for your staff



Benefits of an aggregation service

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- Outsource mortgage compliance



Benefits of an aggregation service

- Outsource costs
- Human Resources challenges reduced
- Increased time for your staff
- Outsource mortgage compliance
- Technology

The image displays two overlapping screenshots of a mobile application interface for 'bank.mymortgage-online.com'. The top screenshot, timestamped 3:49, shows the 'My Loan Application' page. It includes a navigation menu with 'BANK' and a user profile 'Amanda'. The main content area contains a question: 'Are you currently working with a loan officer?' with 'Yes' and 'No' buttons. Below this is a question: 'What BANK product would you like to apply for?' with a 'Select One' dropdown. The 'Purpose of your Loan' section asks 'What would you like to do?' with another 'Select One' dropdown. Further down, there are two questions: 'What is the price of the home?' and 'What is the estimated value of the home?', each with a '\$' input field. The bottom of the screenshot shows the start of a question: 'How much do you have for a down payment?'. The bottom screenshot, timestamped 3:50, shows the same app with a blue sidebar menu open. The menu items are: 'Loan Details' (with a dollar sign icon), 'Personal Information' (with a person icon), 'Expenses' (with a money bag icon), 'Assets' (with a stack of coins icon), 'Employment and Income' (with a briefcase icon), 'Order Credit' (with a clock icon), 'Liabilities' (with a dollar sign icon), 'Additional Details' (with a document icon), 'eConsent' (with a checkmark icon), and 'Declarations' (with a document icon). The main content area is partially obscured by the menu.

Which leaves you time
to focus on what really
matters – the
relationship with your
customers.

Come out a winner.



a division of **BANK**

We're a community bank, just like you. We built our program based on our experience as a smaller community bank.

Our program offers the latest technology (always innovating), competitive pricing, knowledgeable staff, compliance, ease of use, and marketing expertise.

No risk. All reward.



If this sounds like something that you would like to learn more about, reach out and schedule a meeting with us. We'd love to hear about your challenges and see if we would be a good solution.

Learn more at www.BANK.bank/cbm



Community Bank Mortgage

a division of **BANK**

Chris Grimm

515.223.2265

Chris.grimm@bank.bank

Learn more at www.BANK.bank/cbm