

Performance by iLeads — Sample Report

Prepared for a client — name withheld

SAMPLE — REAL ORDER, DE-IDENTIFIED.

This lead order produced **1,470 funded loans** across 1,430 unique borrowers — a **14.70% funding rate**.

- **FUNDED PRINCIPAL: \$450.0M** (median ticket \$250,000)
- **SPEED TO FUND: median 175 days** to fund; 52% within 180 days of lead creation

FUNDING RATE	LOAN VOLUME	COST / LOAN	RETURN
14.70%	\$450M	From your spend	From your spend
1,470 of 10,000 — total-market funding rate	funded loan volume identified in this order	computed when you run your file	computed when you run your file

Top 10 Funding Lenders

LENDER	LOANS
1. Rocket Mortgage	150
2. Freedom Mortgage	55
3. United Wholesale Mortgage	50
4. Village Capital & Inv	35
5. Independence Home Loans	30
6. Lakeview Loan Servicing	25
7. Mutual Of Omaha Mortgage	25
8. Amerisave Mortgage	20
9. Navy Federal Credit Union	20
10. Lendage	20

Specialists by Loan Type

LENDER (TYPE)	LOANS
Rocket Mortgage (VA)	40
Freedom Mortgage (VA)	30
United Wholesale Mortgage (FHA)	35
Rocket Mortgage (FHA)	35
Rocket Mortgage (Conv)	65
Unlock Ptshp Solutions (Conv)	10
Lendage (HELOC)	20
Coastal Community Bank (HELOC)	15
TOTAL	250

The most active funders in each major loan type — the most direct competitive set in each lane.

Top 10 States

STATE	LOANS	SHARE
1. FL	195	13.3%
2. CA	165	11.2%
3. NC	115	7.8%
4. VA	95	6.5%
5. MD	80	5.4%
6. AZ	80	5.4%
7. TN	75	5.1%
8. PA	65	4.4%
9. SC	60	4.1%
10. TX	60	4.1%

Funded Mix by Loan Type

TYPE	LOANS	SHARE
Conv.	420	28.6%
VA	385	26.2%
FHA	370	25.2%
HELOC	245	16.7%
Other	50	3.4%

Funded by Lien Position

POSITION	LOANS	SHARE
1st position	1,040	70.7%
Junior lien	425	28.9%

Speed to Fund (Median 175 Days)

WINDOW	LOANS	SHARE
≤ 90 days	330	22.4%
91 – 180	435	29.6%
181 – 270	425	28.9%
> 270 days	275	18.7%

Cross-Sell Lost

29
borrowers funded both a 1st AND junior lien with competitors

Methodology: a loan is counted when funded >30 days after the lead's SourceLeadCreated. 128 in-process, 12,874 pre-existing liens, and 252 HUD administrative subordinations are excluded. Sample report: client identity withheld; no calendar dates.