

2015 Mortgage Lead Funding Study



Internet generated mortgage leads drive over \$25 billion in loan origination dollars for the first three quarters of 2015

The 2015 Mortgage Lead Funding Study by iLeads.com and the LeadsCouncil continues to show strong originations from consumers that shop on the Internet for refinance loans. The Mortgage Lead Funding Study is an ongoing initiative undertaken by iLeads.com in partnership with the LeadsCouncil to provide funding data for online mortgage leads in aggregate for 2015.

For this year's report, iLeads.com utilized its nationwide property, title and lien data resources to analyze 2,304,744 mortgage leads that were generated online by a select group of the largest Internet lead sources for the period between January 1, and September 30 of 2015.

The results, for the first nine months of 2015, show both high actual and potential loan originations from Internet generated mortgage leads:

By The Numbers:

Total potential loan origination (in dollars): **\$342,209,475,377**

Total actual loan origination (in dollars): **\$25,551,769,394**

Revenue Potential to Originator (at \$5,000 revenue per loan): **Nearly \$8 billion**

Revenue Realized to Originator (at \$5,000 revenue per loan): **Nearly \$600 million**

- Average Loan Amount: **\$214,201**
- Average Time to Fund: **61 days**
- Lead Funding Rate: **5.17%**
- Origination Dollar Funding Rate: **7.5%**

Dollar Originations (by Loan Type):

| | |
|----------------------|-------------------------|
| Conventional | \$17,996,178,330 |
| FHA | \$4,080,708,701 |
| VA | \$3,089,012,508 |
| Private Party Lender | \$256,736,188 |
| Other Loan Type | \$106,229,967 |
| SBA Loan | \$22,903,700 |
| Grand Total | \$25,551,769,394 |

Top 10 States by Dollar Volume Funded:

| CA | \$6,653,498,102 |
|--------------------|-------------------------|
| TX | \$1,854,089,609 |
| FL | \$1,534,081,566 |
| CO | \$1,002,242,232 |
| WA | \$984,805,880 |
| AZ | \$877,626,994 |
| GA | \$823,758,440 |
| VA | \$805,420,971 |
| NC | \$749,953,416 |
| IL | \$716,594,606 |
| Grand Total | \$16,002,071,816 |

Author's Commentary:

"This year's report continues to prove just how successful Internet leads are in generating consistent revenue for lenders that utilize the channel" said Drew Warmington, CEO of iLeads.com, LLC.

"However, what really stands out in this year's data is the untapped potential of those consumers that have indicated that they are in market for a new loan, but have not been served as of yet. Over 316 billion dollars of potential originations is a lot to be left on the table," continued Warmington.

Michael Ferree, Director at the LeadsCouncil added, "Most lenders turn to the Internet channel for a consistent return on investment. Given the total potential of untapped revenue that was shown in this report, the Internet has a lot more to offer than most originators realize."

"I continue to believe that better understanding through data and analytics, as provided by iLeads in this report, is the key to allowing lenders to realize the full potential of their marketing spend," finished Ferree.

Conclusion:

2015 shows mortgage originators continue to find great financial success by using the Internet lead channel to acquire new customers. The study also shows, that there is great untapped potential remaining in consumers who have raised their hand via an Internet lead form but have not originated a loan as of yet.

The iLeads.com / LeadsCouncil Mortgage Lead Funding Study report continues to show a clear opportunity for loan origination companies to grow their business through both optimization as



well as analysis of their 3rd party lead sellers. To realize this true funding potential, originators need to determine who they are losing the business to, and why.

By combining data and smart analysis with the core benefits of the online lead channel (fixed costs, continued growth and consistency), lenders have a clear path to success.

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About LeadsCouncil:

LeadsCouncil is the first independent industry organization dedicated strictly to advancing online lead generation. LeadsCouncil members include lead buyers, lead sellers, technology solutions providers, and investment professionals with a passion for the lead generation industry. The group focuses on best practices, research, education, and networking to provide a more transparent and effective marketplace for online lead generation.

www.leadscouncil.com

About iLeads.com:

Celebrating its 20th anniversary in 2016, iLeads.com is the leader in real time lead performance data analysis for lenders, and the mortgage industry. Analyzing over 1.5 million mortgage leads per month both in real time as well as post creation, iLeads.com provides lead analytics to some of the nations largest lenders today through its LeadXL Lead Analytic Platform. From funding analysis to early lending trend identification, the iLeads.com LeadXL Platform is a powerful big data application that helps large and small lenders increase fundings and efficiencies to drive higher profits. www.ileads.com

For inquiries contact: Drew Warmington 949-610-0113: dwarmington@ileads.com