Mortgage Lead Funding Study
for 2016

Online Mortgage Leads Very Successful for Originators

The funding analysis of over 3 million Internet generated mortgage leads concludes that online consumers drove over **$34 billion** in loan origination dollars for the first three quarters of 2016.

The Mortgage Lead Funding Study is an ongoing initiative undertaken by iLeads.com in partnership with LeadsCouncil to provide funding data for online mortgage leads in aggregate for 2016.

For this year's report, iLeads.com utilized its nationwide property, title and lien data resources to analyze 3,019,902 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 2016.

2016 by the numbers:

Total unique leads analyzed:	Total number of funded loans:
3,019,902	156,705

Total **potential** origination dollars:

2015	2016	2016 vs. 2015
Total **potential** loan origination (in dollars):	Total **potential** loan origination (in dollars):	Increase in **potential** loan origination (in dollars):
$342,209,475,377	$425,903,472,741	24%

Total **actual** origination dollars:

2015	2016	2016 vs. 2015
Total **actual** loan origination (in dollars):	Total **actual** loan origination (in dollars):	Increase in **actual** loan origination (in dollars):
$25,551,769,394	$34,022,905,154	33%

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Total **potential revenue** origination dollars:

2015	2016
Revenue **potential** to Originator ($5,000 revenue per loan):	Revenue **potential** to Originator ($5,000 revenue per loan):
Over $8 Billion	Over $15 Billion

Lead / Funding Characteristics:

2016
Revenue Realized to Originator(s) ($5,000 revenue per loan):

$783 million

Average Loan Amount:	Average Time to Fund:	Lead Funding Rate:
$217,114	65 Days	5.2%

Percentage Change in Overall Market and Online Origination:

	3 QTRS 2015	3 QTRS 2016	% Change
MBA Quarterly Origination Estimate (as of Nov. 2016 - billions):	1,261	1,421	12.6%
Study Group Fundings (billions):	26	34	33.2%
Market Share of Study Group in Overall Market Fundings:	2.0%	2.4%	

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State and loan type details:

Dollar Originations by Loan Types	
CONVENTIONAL	23,109,020,714
FHA	4,741,542,060
VA	4,664,646,174
No Loan Type (recorded)	1,005,491,981
PRIVATE PARTY LENDER	339,267,084
CNV	80,263,543
PRIVATE PARTY	48,335,898
SMALL BUSINESS ADMINISTRATION	34,023,300
VAA	197,900
FMH	116,500
Grand Total	**$34,022,905,154**

Top 10 States by Dollar Volume Funded	
AZ	$1,187,683,925
CA	$9,095,352,365
CO	$1,521,937,002
FL	$2,107,968,384
GA	$1,035,855,817
MA	$992,956,597
NC	$906,798,978
TX	$2,305,949,668
VA	$1,287,767,465
WA	$1,494,364,405
Grand Total	**$21,936,634,606**

For additional details from this study, please contact **Drew Warmington** at **(949) 610-0113**.

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. "And, the key takeaways are the massive untapped potential of this channel and the growth of this channel in the past year."

iLeads.com uses data and analytics to help companies in the mortgage and real estate industry to improve their customer acquisition strategies to take advantage of this untapped potential.

Rob Seaver, Executive Director at the LeadsCouncil added, "We see this untapped potential and we are helping our members who are looking for mortgage leads to better understand the value of the Internet channel so we can be a partner in their success."

LeadsCouncil serves members in varied industries by providing valuable research, education opportunities, compliance information, networking opportunities and advocacy to help them thrive.

Conclusion:

2016 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 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.

About iLeads.com

Since 1996, iLeads.com has innovated new and exciting customer acquisition products for real estate, lending, and the insurance industry. At the heart of our company is our massive proprietary database that is updated weekly and contains residential property and ownership data on 99.8% of the households in the United States. We use data to solve our customer's problems and are expert at providing smart personalized customer acquisition solutions for our clients ranging from high quality leads to providing sophisticated data and analytic tools and consulting.

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About LeadsCouncil

LeadsCouncil is an independent association, whose members are companies in the online lead generation industry from buyers to sellers, technology solution providers and investment professionals. All members are united in a common goal of promoting best practices and fostering trust regardless of vertical.

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