

Internet Mortgage Leads

Q1 2021 Funding Study

PROVIDED BY:



Study Available for Download at [iLeads.com](https://www.ileads.com)

\$74 Billion of Funded Originations Identified by Lead Generation Activity over **90 Days** Ending Q1 2021

In the latest analysis of nearly 2 million Internet generated mortgage leads, iLeads.com® concluded that online consumers drove \$74 billion in loan origination dollars with nearly 9% of lead generation activity resulting in funded loans over the 90 days ending in Q1 2021. The total potential originations for the lead's analyzed in Q1 2021 is nearly \$78 billion through Q2 2021. The iLeads.com® Mortgage Lead Funding Study is an ongoing initiative undertaken by iLeads.com® to provide funding outcome data for the Internet mortgage lead generation channel. To compile this report, iLeads.com® utilized its nationwide property, title and lien data resources to analyze mortgage leads that were generated online by a select group of the largest Internet lead sources. For more information, please contact [iLeads.com](https://www.iLeads.com).

Q1 2021 by the numbers:

Total unique leads analyzed:

1,835,063

Total number of funded loans:

150,029

Funding rate: 8.6%

Q1 2021 funded loans 90 days from lead generation:

Average loan amount

\$493,123

Total loan originations

\$73,982,754,151

Potential funded loans from Q1 2021 lead generation (next 90 days):

Potential **funded loan count**
from Q1 2021 lead generation

1,835,063

Potential **funded loan amount**
from Q1 2021 lead generation

\$77,641,433,777

**Estimated lead
purchase cost:**

Estimate Cost to Originator(s)
(\$15 per lead):

\$27,525,945

**Estimated origination
revenue (90-day analysis):**

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

\$750,145,000

Q1 2021 Average Time to Fund
(90-day analysis):

77 Days

Revenue potential from Q1 2021 lead generation (next 90 days):

Potential **funded loan count**
from Q1 2021 lead generation:

157,448

Revenue potential to Originator
(\$5,000 revenue per loan)

\$787,242,027

Originations by Loan Type and State: 90 Days Ending Q1 2021

Dollar Originations by Loan Type

Conventional	\$29,623,348,328
VA	\$4,996,411,122
Refinance of original loan	\$2,876,727,692
FHA	\$2,327,844,481
HELOC	\$1,300,101,678
SBA	\$42,992,096
Other (Construction. Commercial. Reverse. etc)	\$32,815,328,754
Grand Total	\$ 73,982,754,151

Top 10 States by Dollar Volume Funded

California	\$16,620,113,200
Texas	\$5,625,458,183
Florida	\$5,495,339,143
Arizona	\$3,632,687,934
North Carolina	\$3,619,682,512
Georgia	\$3,481,101,679
Nevada	\$3,456,313,238
Colorado	\$3,402,002,528
Illinois	\$3,225,756,691
Washington	\$2,521,367,140
Top 10 States Total	\$ 51,079,822,248

\$118 Billion of Funded Originations Identified by Lead Generation Activity over **180 Days** Ending Q1 2021

In the latest analysis of nearly **2 million Internet generated mortgage leads**, iLeads.com® concluded that online consumers drove **\$118 billion** in loan origination dollars with nearly **15% of lead generation activity resulting in funded loans** over the 90 days ending in Q1 2021. The total potential originations for the lead's analyzed in Q1 2021 is nearly \$188 billion through Q3 2021. The iLeads.com® Mortgage Lead Funding Study is an ongoing initiative undertaken by iLeads.com® to provide funding outcome data for the Internet mortgage lead generation channel. To compile this report, iLeads.com® utilized its nationwide property, title and lien data resources to analyze mortgage leads that were generated online by a select group of the largest Internet lead sources. For more information, please contact [iLeads.com](https://www.iLeads.com).

Q1 2021 by the numbers:

Total unique leads analyzed:

1,835,063

Total number of funded loans:

171,092

Funding rate: 14.9%

Q1 2021 funded loans 180 days from lead generation:

Average loan amount

\$688,702

Total loan originations

\$117,831,476,257

Potential funded loans from Q1 2021 lead generation (next 180 days):

Potential **funded loan count**
from Q1 2021 lead generation

273,424

Potential **funded loan amount**
from Q1 2021 lead generation

\$188,308,039,913

**Estimated lead
purchase cost:**

Estimate Cost to Originator(s)
(\$15 per lead):

\$27,525,945

**Estimated origination
revenue (90-day analysis):**

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

\$855,460,000

Q1 2021 Average Time to Fund
(180-day analysis):

115 Days

Revenue potential from Q1 2021 lead generation (next 180 days):

Potential **funded loan count**
from Q1 2021 lead generation:

273,424

Revenue potential to Originator
(\$5,000 revenue per loan)

\$1,367,121,935

Originations by Loan Type and State: 180 Days Ending Q1 2021

Dollar Originations by Loan Type

Conventional	\$29,623,348,328
VA	\$6,516,598,805
Refinance of original loan	\$4,107,927,611
FHA	\$3,154,320,922
HELOC	\$1,300,101,678
SBA	\$156,681,871
Other (Construction. Commercial. Reverse. etc)	\$72,972,497,042
Grand Total	\$ 117,831,476,257

Top 10 States by Dollar Volume Funded

California	\$24,036,047,393
Florida	\$12,480,652,882
Texas	\$9,480,759,375
Arizona	\$6,629,299,262
Nevada	\$6,180,304,476
Georgia	\$5,180,071,075
Colorado	\$5,125,670,924
Indiana	\$3,959,134,167
Illinois	\$3,889,518,460
Virginia	\$3,834,417,114
Top 10 States Total	\$ 80,795,875,128

For additional questions regarding this study,
please contact Drew Warmington via phone: (949) 610-0113

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.

iLeads.com



Contact Info

Drew Warmington
CEO / Managing Partner
iLeads.com
949-610-0113
dwarmington@ileads.com