

• MORTGAGE ORIGINATOR •

➤ **MBA's New Consumer Home Toolkit**

Amid the ubiquitous talk about Facebook, Twitter, Foursquare and other social media tools, we seem to forget their most worthwhile component: mobility.

With the rampant adoption of smartphones and recent influx of tablet computers into the market, consumers are outsourcing their normal computing activities like information gathering and shopping from their computers to the palm of their hands.

Keeping pace with these paradigm shifts is a major factor in staying competitive and the [Mortgage Banker's Association](#) is doing just that.

The MBA recently introduced a [free mobile application](#) for iPhone and Android devices built to aid consumers maneuver the often tricky mortgage process.

In addition to a mortgage glossary with over 1,300 common definitions, the application also features a "How much can I afford calculator?" and MBA Interest Rate Feed.

The toolkit can be downloaded at Apple's App Store, the Android Market or Amazon.com.

The penetration of MBA tapping into the mobile and online lending space should make any originator take note and reconsider how they're connecting with their consumers.

While mobility is a strong selling point, it's not the only selling point. Loan officers must be cognizant of the fact that consumers still want information they can use.

Climb into the minds of your target audience with Mortech's [Online Lending Toolkit](#).

Included in the toolkit are resources like Best Practices for Online Lending, an online lending dictionary, Top Online Sources and lead management tips all designed to help you excel in the hyper-competitive online lending world.

[Download](#) today to become more knowledgeable, more efficient and more profitable.

➤ **The Need for Speed**

Despite communication upgrades across nearly every channel, from email on-the-go to video conferencing, the telephone remains as useful as ever.

The telephone is the mortgage officer's Swiss army knife. Practical for almost any occasion, yet impeccably precise and efficient for certain ones, but sometimes a bit nerve racking to actually use.

In the digital age, the barebones landline system has lost some of its luster to other, more innovative devices, but traditional means of lending still includes more than just fancy emails. Calling your leads and calling them first is key to closing the deal.

Recently, Mortech announced the introduction of the new [Marksman Communication Solution](#), a Marksman addition built to manage a mortgage company's entire lead pipeline while helping loan officers reach a lead before the competition.

The [Communication Package](#) features tools to decrease the amount of time it takes to communicate with leads. It comes complete with call routing, lead assignment and transfer rules as well as call monitoring to aid supervisors in tracking production and performance.

So start dialing for dollars and learn more about the [Marksman Communication Solution](#) today.

➤ Will the Economy Ever Recover?

It seems as if the United States is currently doing a little jig: One step forward, two steps back.

According to the Department of Labor, employers added 117,000 jobs during the month of July, perhaps indicating we're on the cusp of recovery.

However, on Thursday August 4th, the [Dow Jones industrial](#) average dropped more than 500 points amid investor worries about the economic futures of both the U.S. and Europe.

How will the current financial troubles shape the real estate future?

[Zillow.com's Home Value Index](#) (ZHVI), which measures the median value of all homes, dropped 0.4%

from the 1st to 2nd quarters of 2011, while the ZHVI increased in 94 of the 154 markets tracked by Zillow.

All the while, mortgage rates continue to drop. The real estate market, often seen as the engine that drives the American economy, seems to be coming back.

But will it last?

It's difficult to gauge the market when you're hearing about massive sell offs and tumultuous losses on Wall Street, yet seeing positive signs from the housing and construction sectors.

Abraham Lincoln once quipped, "This too shall pass." As mortgage originators who have weathered storm after storm, if we simply stay the course and remain focused it should be much sooner than later.

➤ The QRM Conundrum

With all of the uncertainty in Washington over the past few months, is it any wonder that Congress can't agree on the specifications of the Qualified Residential Mortgages (QRM) portion to the Dodd-Frank Bill?

Of course not.

However, just because there has been some lolly-gagging on Capitol Hill, doesn't mean that mortgage originators and consumers are in the clear yet.

Regulatory committees are still seeking a staggering 20% minimum for down payments, which would handcuff first time homebuyers and other prospective buyers in an industry still tending to wounds received from the 2008 meltdown.

Throw in stipulations that buyers must exhibit near-perfect credit scores to obtain a mortgage and you're looking at a QRM proposal that may serve to create one elite class of mortgage.

The stricter the guidelines are, the worse off consumers AND lenders are. A true lose-lose for all parties involved.

When the real estate market suffers, the economy suffers.

You have a voice. Call your local [Congressperson](#) or [Senator](#) and tell them you what you think about the QRM arm of Dodd-Frank.

For more information, please contact:

• 402.441.4647 • sales@mortech-inc.com •