

UNDERSTANDING THE AGENT-LENDER RELATIONSHIP

ON THE MLS



A RatePlug white paper

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WHITE PAPER GOALS

This paper is intended to help lenders better understand the power of partnering with agents to display their rates and products in their local MLS to generate more new home finance opportunities.

All charts and statistics were collected in a recent survey sent to fifteen thousand real estate agents.

WHAT IS THE IDEAL AGENT-LENDER RELATIONSHIP?

For lenders to properly convey why an agent should do business with them, they need to show agents a clear path to closed transactions.

- Why are they worth doing business with?
- What compelling evidence exists as to why a partnership should be established?

Rate Plug's integrated MLS technology helps lenders prove their value to trusted agents.

There's nothing more communicative than a lender displaying property-specific, "monthly cost to own" and affordability of the property. Add an interactive, property-specific financing calculator pre-populated with lenders' rates and products directly WITHIN THE MLS LISTING, and you have a powerful opportunity generator. So powerful is this capability, the RatePlug subscribed originator averaged 23,000 MLS displays in 2016 alone.

When lenders connect with agents in RatePlug, the result is the 4 bedroom 2.5 bath home isn't only \$225,000. It's \$1,375.87 per month including principal, interest, taxes, and HOA fees.

a great working partnership

What matters most:

- The lender doesn't ask for referral fees
- No moonlighting
- The real estate agent doesn't ask for commission fees
- Proactive and consistent bi-directional communication at every phase
- The lender focuses on making transactions smoother, not self-promotion

TRUST.

Relationships are the foundation to generating more new home finance business.

Local real estate agents and brokers know that a successful transaction is predicated on having the right lender.

- How trusted are they?
- How can they showcase to buyers their affordability at the very beginning of the home search process?



Building trust on the MLS

The MLS can serve as the launching point for lenders to show their financing creativity. Being on the MLS listing is the first, best, and most convenient opportunity to establish trust with a homebuyer. Pre-qualification of properties listed within the MLS for special financing can dramatically change the affordability profile of a given property. This is another example of the power of MLS integration that helps the agent and the originator alike.

THE STATE OF THE MLS

95% of agents
use the MLS more
than Zillow and
Trulia.

The MLS is important to agents.

The United States is the only place in the world with this system of cooperation and compensation among competing brokerages.

Brokers, agents and homebuyers trust the information found within the MLS.

Agents spend most of their time on the MLS because it is the most recent and accurate information available anywhere.

88% of buyers search for and view Property Listings online. 65% then search for mortgage information elsewhere.

Lenders are missing a major opportunity.

HARNESSING THE POWER OF THE MLS

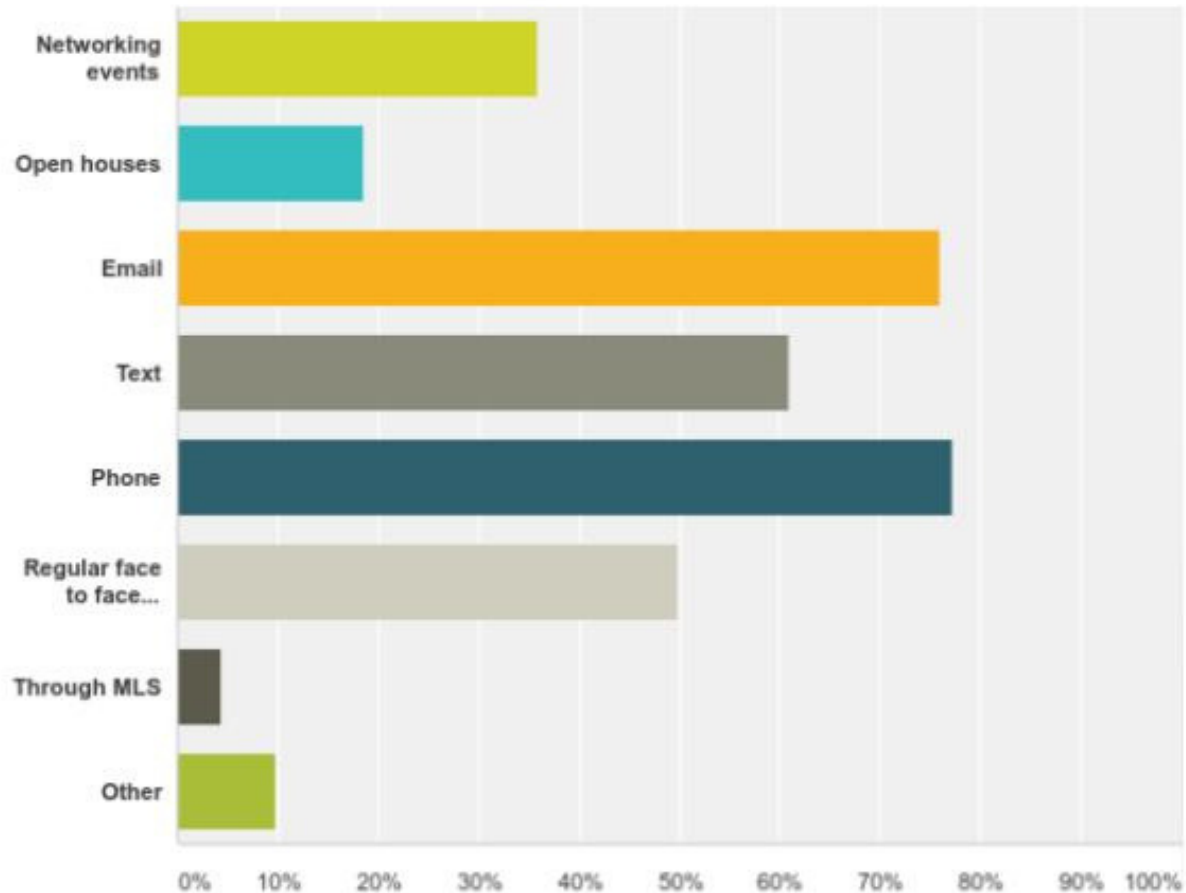
While the MLS is a solid collaboration and research tool for agents, lenders have little access to the platform.

As a result, mortgage lenders seldom understand the power the MLS can provide to their business.

In fact, most lenders completely overlook it because it is, after all, for real estate agents.

Agent-lender communication is widespread on other platforms. Yet, home-buyers who intend to buy are using the MLS.

How do agents maintain their relationship with lenders?



Agent-lender communication is widespread on other platforms. Yet, home-buyers are using the MLS. Why can't the lender have a place at the table?

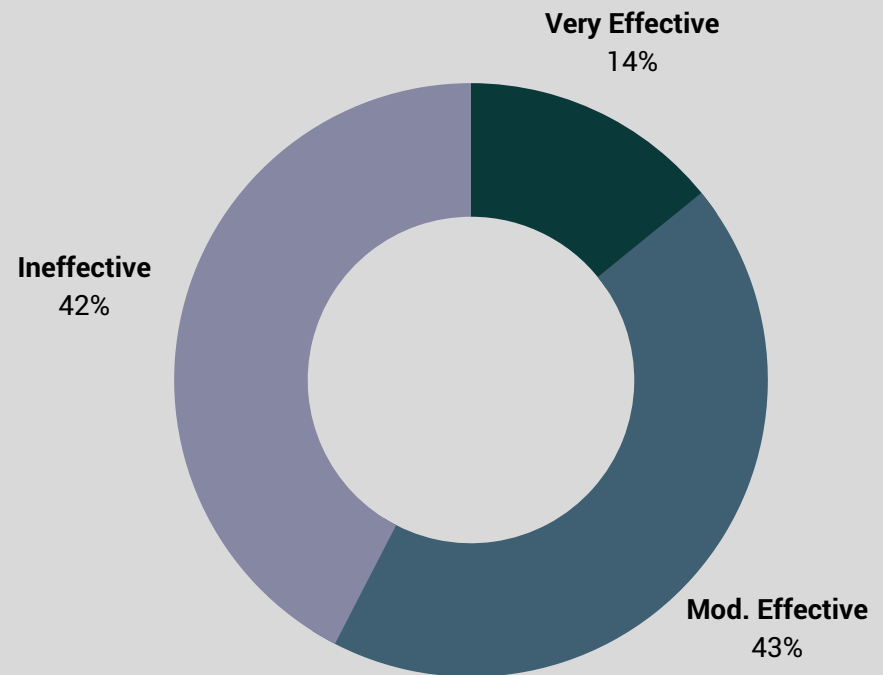
AGENTS WANT QUALIFIED BUYERS AND PROACTIVE RESEARCH

To help homebuyers better understand the true cost of the desired property, financing options must be made clear from the beginning. Real estate agents do not have immediate access to special financing options on their listings (VA, FHA, Assumable, Zero Down, and other First Time Homebuyer programs.)

Research is time consuming and agents expect their lenders to proactively provide this research.

With RatePlug and the local MLS, agents instantly see whether a property is eligible for special financing options.

How effective is your lender at proactively providing special finance opportunities on your new listings?



RATEPLUG IMPROVES LENDER/AGENT COMMUNICATION

88% of survey respondents say that the MLS can improve agent-lender communications. RatePlug fills the information gap.



74%

According to Realtor Magazine, 74 percent of homebuyers consider the mortgage company referred by their agent. To increase the lenders' chances of securing that new business, it makes sense to have mortgage information displayed in real time on the listing itself, so that lenders don't miss the opportunity to establish trust early.

WHAT DO AGENTS WANT MOST FROM LENDERS?

When asked what agents want from their lenders, here are their top 3 priorities:



1. SPECIAL FINANCING

Quickly understand special financing options for all properties listed.



2. AFFORDABILITY

Interactive rate and payment information - helps better qualify buyers.

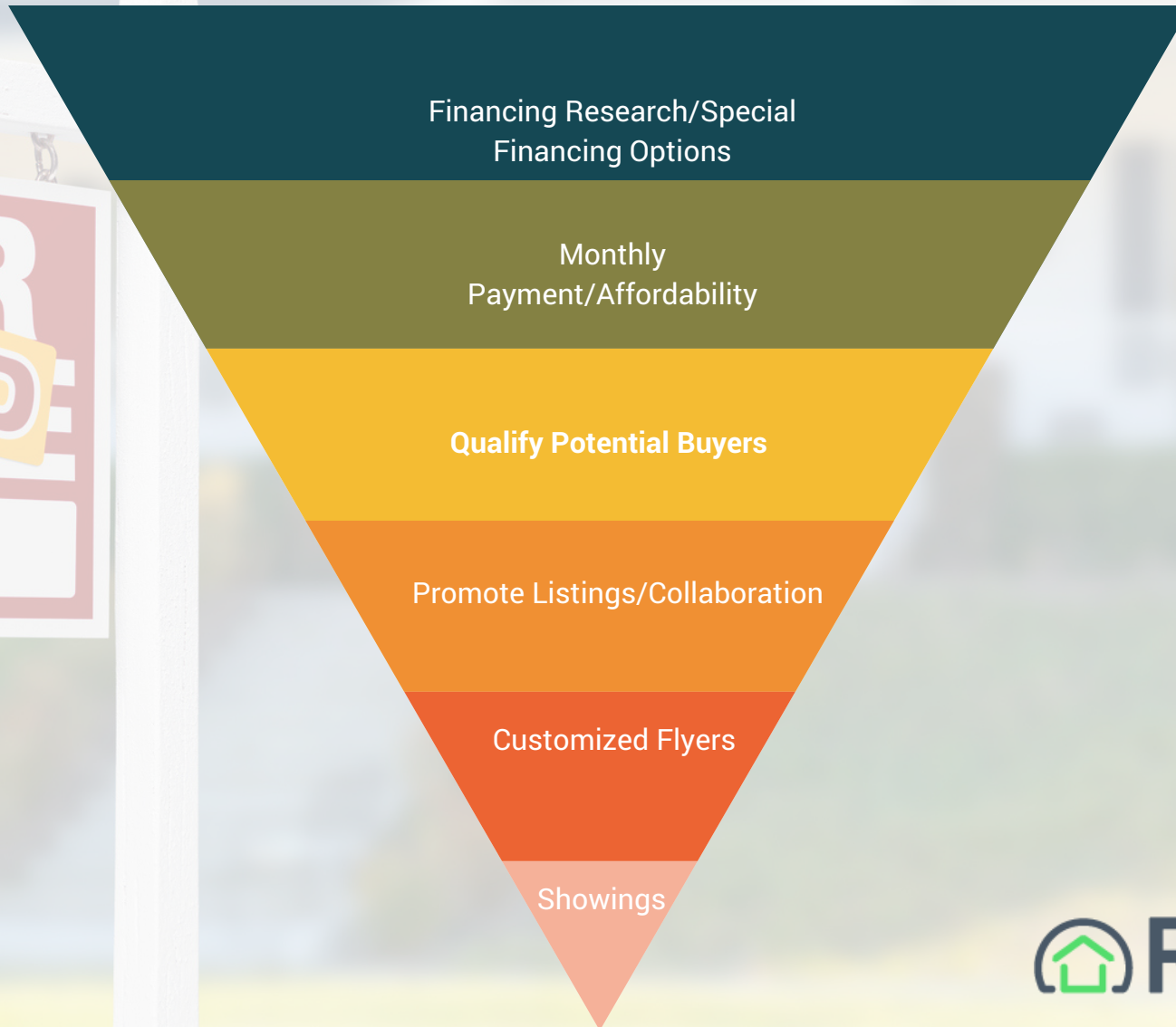


3. MORE PROMOTION

More help promoting listings on social channels.

DESIRED PARTNERSHIP

When asked what specifically agents want most from their lenders:



CONCLUSION



Success in the mortgage industry is built on trusted relationships. Agents considering a new lender relationship do so for one reason – to close transactions faster by making sure the buyer will qualify for financing.

SUPERCHARGE YOUR RELATIONSHIPS WITH RATEPLUG



RatePlug redefines agent-lender communication on the MLS.

RatePlug is the most comprehensive and affordable purchase loan opportunity generator for lenders.

Included as part of an agent's MLS membership, it leverages the full property detail available within the MLS to calculate affordability.

Learn more @ rateplug.com

