

Despite a Rise in Use of Digital, Mortgage Customer Satisfaction Declines, J.D. Power Finds

Guild Mortgage Company and Quicken Loans Rank Highest in Customer Satisfaction

COSTA MESA, Calif.: 9 Nov. 2017 — The mortgage industry’s promise of technology creating a faster and easier mortgage origination process does not appear to be fully recognized, as mortgage customers are reporting slower purchase processes. That’s according to the J.D. Power 2017 U.S. Primary Mortgage Origination Satisfaction Study,SM released today, which finds that overall satisfaction with mortgage originators has declined this year, due in part to a perception of a slower process, despite a significant increase in the number of customers applying online.

“We’re at a critical inflection point in the mortgage industry where new technology and the growing use of digital mortgage application channels has made it possible for the origination process to move more quickly; however, the customer is still the final judge of speed and quality,” said **Craig Martin, Director of the Mortgage Practice at J.D. Power**. “A critical element of satisfaction is setting expectations, and this tends to be a weakness of technology, which is demonstrated by substantially lower satisfaction among customers who do not work with a human to complete their application.”

Following are some key findings of the study:

- **Overall satisfaction declines as purchase process slows:** Overall satisfaction with primary mortgage originators is down 8 points (on a 1,000-point scale) in 2017. This is driven in part by reports of longer times from initial application to closing. On average, the purchasing process took 36 days this year, an increase of almost a week from 2016.
- **Digital use surges but not digital satisfaction:** For the first time in the study’s history, both refinance and purchase customers cite online/website as the most frequent method of submitting a mortgage application. A total of 43% of mortgage customers indicate applying digitally in 2017, up from just 28% in 2016. Satisfaction among customers applying online/via website has declined by 18 points year over year and trails satisfaction with in-person applications by 10 points this year.
- **Representatives play key role in building customer trust:** Overall satisfaction among mortgage customers with high levels of trust in their loan representatives is 358 points higher than among those with low levels of trust. The top three elements driving that perception of trust are representatives always calling back when promised; continuity in working with a single representative throughout the process; and representatives proactively providing status updates.

Primary Mortgage Originator Rankings

Quicken Loans ranks highest in mortgage origination satisfaction for an eighth consecutive year, achieving a score of 878, but this year the company is not alone. **Guild Mortgage Company** also achieved a score of 878. **PrimeLending** follows with a score of 859.

The 2017 U.S. Primary Mortgage Origination Satisfaction Study measures customer satisfaction with the mortgage origination experience in six factors (listed alphabetically): application/approval process; interaction; loan closing; loan offerings; onboarding; and problem resolution.

The study is based on responses from 5,893 customers who originated a new mortgage or refinanced within the past 12 months, and was fielded in July-August 2017.

For more information about the U.S. Primary Mortgage Origination Study, visit <http://www.jdpower.com/resource/us-primary-mortgage-origination-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2017205>.

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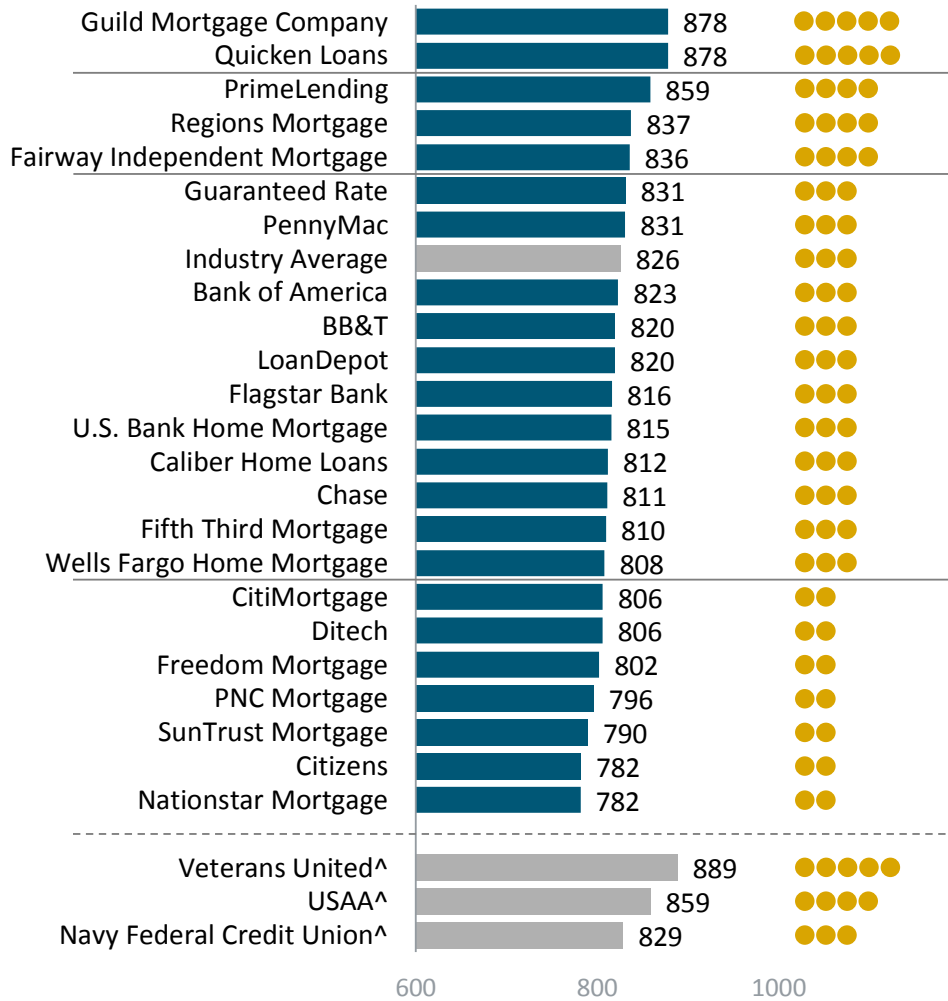
NOTE: Two charts follow.

J.D. Power 2017 U.S. Primary Mortgage Origination Satisfaction StudySM

Overall Satisfaction Index Ranking

(Based on a 1,000-point scale)

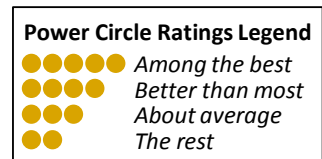
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Power Circle Ratings™
for consumers:



[^]Veterans United, Navy Federal Credit Union, and USAA are profiled but not rankeligible because they do not meet the study award criteria.

Included in the study, but not ranked due to small sample size, are Bank of Oklahoma, Carrington Mortgage, CMG Mortgage, Cornerstone Home Lending, EverBank, Finance of America Mortgage, First Guaranty Mortgage, First Republic Bank, Homebridge Financial Services, HomeStreet Bank, Huntington, Impac Mortgage, MB Financial, Movement Mortgage, New American Funding, New Penn Financial, Ocwen Financial, Pacific Union Financial, Primary Residential Mortgage, Prospect Mortgage, Sierra Pacific, Umpqua Bank, Union Bank and Universal American Mortgage.

Source: J.D. Power 2017 U.S. Primary Mortgage Origination Satisfaction StudySM



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2017 U.S. Primary Mortgage Origination Satisfaction StudySM

Award-Eligible Mortgage Originators Included in the Study

<u>Company</u>	<u>Key Executive</u>	<u>Company Location</u>
Bank of America	Brian Moynihan	Charlotte, N.C.
BB&T	Kelly King	Winston-Salem, N.C.
Caliber Home Loans	Sanjiv Das	Irving, Texas
Chase	James Dimon	New York, N.Y.
CitiMortgage	Michael Corbat	New York, N.Y.
Citizens	Bruce Van Saun	Providence, R.I.
Ditech	Anthony Renzi	Fort Washington, Pa.
Fairway Independent Mortgage	Steve Jacobson	Madison, Wis.
Fifth Third Mortgage	Greg Carmichael	Cincinnati, Ohio
Flagstar Bank	Alessandro DiNello	Troy, Mich.
Freedom Mortgage	Stanley Middleman	Mount Laurel, N.J.
Guaranteed Rate	Victor Ciardelli	Chicago, Ill.
Guild Mortgage Company	Mary Ann McGarry	San Diego, Calif.
LoanDepot	Anthony Hsieh	Foothill Ranch, Calif.
Nationstar Mortgage	Jay Bray	Coppell, Texas
PennyMac	David Spector	Westlake Village, Calif.
PNC Mortgage	William Demchak	Pittsburgh, Pa.
PrimeLending	Todd Salmans	Dallas, Texas
Quicken Loans	Jay Farner	Detroit, Mich.
Regions Mortgage	O.B. Grayson Hall, Jr.	Birmingham, Ala.
SunTrust Mortgage	William Rogers, Jr.	Atlanta, Ga.
U.S. Bank	Andrew Cecere	Minneapolis, Minn.
Wells Fargo	Timothy Sloan	San Francisco, Calif.

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