



Building Your Action Plan

Key Questions to Ask

Here are a few questions teams in the housing market can ask after they gather data and derive insights in order to build an action plan to drive growth:

Mortgage/Home Buyer Pipeline

Me vs. the Community

How does my current pipeline of applications compare to the demographics of the communities where I operate? Am I tapping the full market opportunity that exists in the region?

Marketing & Community Engagement

What initiatives might I pursue to attract an untapped demographic from a marketing perspective?

Talent Strategies & Workforce Development

Are there actions I can take to align my talent who's engaging with customers to better reflect the market and ultimately realize stronger success with loan originations to increase the borrower pool?

Approval Process

Average Rates by Demographic

How do my accept/reject rates compare to the averages in my community and other peer markets by demographic group (e.g., gender, race/ethnicity, age, veterans/disabled status)?

Risk Profiles & Analysis

Is there a meaningful difference in rates by demographic within the same cohort from an income, education and property value standpoint?

Business Process Levers

Are there changes I can make in my people, processes, and/or technology to address where decisions are being made that don't serve our business, customers, or the community more broadly?

Interest Rates

Average Rates by Demographic

How does my interest rate pricing compare to the averages in my community and other peer markets by demographic group (e.g., gender, race/ethnicity, age, veterans/disabled status)?

Differential Pricing

Is there a meaningful difference in rates by demographic within the same risk cohort from an income, education and property value standpoint?

Business Process Levers

Are there changes I can make in my people, processes, and/or technology to address where decisions are being made that lead to anomalous outcomes for my business that might be imposing risk and compromising our competitiveness and business success over time?



Appraisal Values

Property Values vs. Transaction Values

How does the difference in the transaction vs. property values for my mortgage portfolio compare to the averages in my community and other peer markets?

Appraisal Bias

Is there a meaningful difference in the property:transaction value ratio for the mortgages in my portfolio across different demographic groups within the same risk cohort from an income, education and location standpoint? Are there meaningful differences across 3rd party appraisers that are used to value properties in my portfolio?

Business Process Levers

Are there changes I can make in my people (including employees and 3rd party appraisers), business processes, and/or technology to address anomalous outcomes that might be imposing risk and compromising our business success over time?



Loan Defaults

Rates Across Borrowers

How do my default rates look across demographic groups and compared to the averages in my community? Are default rates higher with particular groups that put them more at risk and present an opportunity to improve?

Borrower Engagement

Do I have an opportunity to engage my current customers in different ways throughout the lifecycle to improve default rates? Do I have an opportunity to target specific improvements in particular segments?

Business Process Levers

Are there changes I can make in my people (including employees and 3rd party appraisers), business processes, and/or technology to address anomalous outcomes that might be imposing risk and compromising our business success over time? Would my organization benefit from stronger demographic alignment between loan officers and borrowers?



To unlock your data in order to drive growth and help build a thriving economy, contact our team at EQ and learn more!