

SUMMER NEWSLETTER

DID YOU KNOW...

This year is Members Mortgage Company's **25th anniversary!** We were founded in 1994 to help credit unions provide mortgages to their members, and today, we're still hard at work doing just that.



FUN "HOLIDAYS"

7/1 - International Joke Day
7/15 - Gummi Worms Day
7/20 - Space Exploration Day
8/10 - Lazy Day
8/18 - Mail Order Catalogue Day
9/5 - Cheese Pizza Day
9/21 - Miniature Golf Day

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NEW HORIZONS** (PAGE 4)

INDUSTRY NEWS

[5 Signs home prices aren't rising](#)

Is this finally the end of the sky-scraping housing prices?
MarketWatch

[The Cost of Pride: Neighborhood Data](#)

Living in an LGBT+ neighborhood is expensive, no matter which coast you're on.
Zillow Research

[Mortgage apps up, no longer quite so high](#)

While we're still well above last year's numbers, mortgage applications have dropped in the wake of the rate boom.
Reuters

JULY

M	Tu	W	Th	F	Sat	S
1	2	3	4 	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

M	Tu	W	Th	F	Sat	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

M	Tu	W	Th	F	Sat	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

 = Federal holiday



66 NPS (Net Promoter Score)

What does this actually tell us?

In general, any positive number constitutes a good Net Promoter Score. Any number above 50 is excellent, and any number above 70 is world-class, going by the official metric. [Learn more about NPS.](#)

How is it calculated?

The Net Promoter calculation calls for us to subtract the percentage of detractors (people who rated 0-6) from the percentage of promoters (people who rated 9-10) and leave out the percentage of neutrals (people who rated 7-8).

Member feedback is obtained monthly, using a standard customer service survey where members are asked to rank various services provided by Members Mortgage, and given the option to leave a comment. Each member may only rate services/ comment once per loan transaction. Members are identified only by first name to ensure their privacy, and all comments shared are from members who opted to allow the use of their feedback. The comments are preserved in their entirety-- typos and all!

"Bill was always on top of things. Pleasure to work with him. The attorney was also great. I purchased my home in December thru my credit union and you guys. At that time I could only put 10% down - houses selling very fast. (My house was not ready to sell.) I sold my house and then because of the great experience with members mortgage I refinanced my new home, adding a large chunk of funds from the sale. I just went right back to Bill for the refinance - best experiences I have ever had on the mortgage end of a purchase or refinance." -- William G.

"The customer service received every step of the way was outstanding. Everyone was so helpful. Excellent experience!!!" -- Natalie R.

"The entire process, from start to finish, was easy and efficient." -- Robert K.

"Everyone was patient and helpful during the 5-month delay in completion of the new construction property. The switch in attorneys (when ours retired) was smooth." -- Dean C.

"First time mortgage and house. They whole process was seamless. Especially when it was a Florida property and and everything was was handled from both ends perfectly" -- Nancy L.

"Overall delivery and timing was so great, that we were pretty much ready to close in a week's time. Other banks and underwriters take 3 weeks minimum to get back to you and review your papers. So, the overall experience with Member's mortgage was just fabulous!" -- Sachin S.

Looking for a

castle

of your own?

let



help you
finance it!

www.anytowncu.org • (8

Our mortgage partner is **Members Mortgage Company**
10 Cedar Street, Unit 11, Woburn MA 01801
800-316-9790 • www.membersmortgage.com

Mortgage Lender | NMLS ML#1292 / MA #ML1292, #DC0448
CT #6249 / ME #SLM3178 / RI #96000619LL / NH #5443-MB
FL #MLD1511 / CA #41DBO-72710

Summer MARKETING SAMPLES



Looking for a

castle

of your own?



let

help you finance it!

EQUAL HOUSING
LENDER

It's not too late to
order! Any of these
can be made to suit
your CU needs--
and we're happy to
subsidize the cost!

We'll add your logo, and even adjust the colors/pictures to suit your current
campaigns or branding!

Just email meaghan@membersmortgage.com to get started today!

Let help with your
mortgage!

Found the home of your dreams, but not sure how to make the numbers work?
Or maybe you're refinancing your current abode? Let us help! And don't forget--
a pre-approval from a reliable financial institution makes your application stand
out in a sale, so don't wait around!

Get pre-qualified
for a mortgage
Today!

Call (866) 859-6564
or go to
www.anytowncu.com

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INFOCUS:



MortgageClick®

& New Horizons



This month, we're looking at MortgageClick®, the loan origination system used by Members Mortgage— the same platform we provide to our credit union partners. Founded in 2004, MortgageClick® offers state-of-the-art lending technology to credit unions, allowing them to be competitive with other, often larger, lenders. We sat down with **Stan Kutzko** (MortgageClick® Senior Project Analyst) and **Dan Hanlon** (Chief Operating Officer) to ask them how they do it, what they offer, and what's coming soon!



Q: What do you think the three most under-utilized features of MortgageClick are?

Stan: Seconds and HELOCs. Many of the credit unions affiliated with Members Mortgage don't realize that second mortgages and HELOCs can be done on the MortgageClick® platform. It's something that all our clients could utilize. Most credit unions offer seconds or HELOCs and assist their members with these products directly-- Members Mortgage doesn't, but the MortgageClick® solution is available to everyone for their seconds/HELOC right now.

Q: How would they set that up? Do they send in a ticket?

Stan: They would just reach out to MortgageClick® or access the HelpDesk for support. Each credit union should already have someone registered for the MortgageClick® Help Desk, but if not, they can email info@mortgageclick.biz. That's the easiest way.

Q: Does that have an additional cost?

Stan: Since it is an additional service there would be a transaction fee for each loan. They receive all the compliance workflows, disclosures and online capabilities that they're used to having for their first mortgages. That includes a simple online application, with disclosures at the point of sale and the ability to process loans without paper.

Dan: Underwriting approval can be built in as-needed, and it can also generate closing packages.

Stan: Correct, closing packages allow the entire process to be contained on one platform, which improves compliance and loan file accuracy.

Dan: Second mortgages are fairly straight forward. Since HELOC programs tend to be unique, that documentation is a little more complex, but it can be done through MortgageClick®.

Stan: All the same great tools, having a 24/7 web app—all of it's available. We skipped right by that. They can decision and disclose the loans at 10 o'clock at night, if they want. And if they don't want to do that, they can turn it off.

Q: And it integrates with their existing MortgageClick site?

Stan: They can easily take an application and copy it over from a first mortgage to a second mortgage. All the information is there.

Q: So, that covers HELOCs, but there's obviously more...

Stan: There is what we call the "electronic workflow." That includes borrowers consenting to disclosures electronically, providing intent to proceed, and even signing these documents with our DocuSign integration. Steps like this increase the speed of processing. If the lender is working with paper and not disclosing electronically, they have to mail out the required documents manually, wait three days, and then collect the money to get the loan into process... but with digital integration, borrowers can consent to disclosures online, and that's it. Since over 80% of borrower elect to do business electronically, once delivered, the credit union has now met their regulatory requirements and can begin processing. It's not just easier on the staff-- you're making the process faster and smoother for the borrowers. If you analyze this, I bet you'd see that people doing the process electronically are more satisfied than the ones who have to wait while you're mailing paper disclosures to them.

Q: What's your number #3?

Stan: Imaging - this is an area we hope to see more credit unions take advantage of the technology. Credit union members and staff can forward documents directly into their folder quickly and securely. You can upload paystubs, account statements, and any other supporting documentations electronically. The credit union staff-- or your members-- can upload the information in a secure environment, and the information flows directly to the loan file and results in increased efficiency.

Dan: The technology is there, but they don't get told or understand how to use it.

Stan: Correct, the borrowers need the loan officers, or credit union staff to explain how they can forward documents easily and electronically. Currently, this option is underutilized. The loan officers can also benefit, in communicating back to the borrower, but that's a smaller use of this technology, as the biggest advantage for the credit union and their members is the ability to upload documents. It's good for the lender, too, having the entire file in paperless format. All the documents are available for review at the click of a button.

Q: Something that gets mentioned to me, in marketing, is auditing. That an auditor can access those complete digital files easily, and make that whole process smoother, too.

Stan: That's true. And we're happy to do training with this; Robin at MortgageClick® does training all the time, so if people want to know, we are happy to show them.

Q: Okay, so that's the features people don't use, but could. But what about features that users are asking for?


Stan: Custom reports - There are a number of standard reports in the system that get used. In talking with credit unions, we often find that they "wish" they could access additional information. This is available, and custom or Ad Hoc reports can be created for their needs. Let Members Mortgage know what you need, and they can assist. Reports can be written to your specs.

Q: Anything else you want to mention?

Stan: Believe it or not, and we get this one a lot: 'Can we put this on our website? Sometimes credit unions don't realize that they'll get more traction if their members can access the application online. They can serve the members when, and where, they want.

Dan: The other part of the question from credit unions is how they can get MortgageClick® links on their website. We can't make changes to their website-- nor do they probably want us to-- but we can assist by providing the links to the check rates and other pages. They can place these links on their sites to direct members to info on mortgage products, provide rate information and even apply. The more opportunity you give your members to learn about and apply for products, the more applications you'll see. Certainly not a new formula for successful lending.

Stan: That's what people ask for. We put a link right there, and they're off and running.



Stan: Going back to HELOCs and second mortgages, people ask about those, too. All the time. But the number one thing people are asking for right now is a mobile app.

Q: I figured that was a big one. That leads to the next question—what's on the horizon. What's up next?

Stan: As was just mentioned, the number one thing we're being asked about right now is a mobile app.

Dan: It's about to be unveiled. But there is a big differentiation—it's not an app. You don't have to download it. You don't have to go to the app store to get your MortgageClick® mobile app.

Stan: Responsive web design. When the borrower goes to MortgageClick® it knows it's mobile, and changes the site to suit the device. No need to have extra apps or extra steps to access.

Q: And that's something that's been coming for a while?

Stan: The whole platform we're working on, in the next 12-24 months, will be gradually replaced with new technology. HTML5 technology, a lot more features and functionality than it has today, a lot of customization. APIs will be able to plug into the platform—it's going to be more of an open platform, currently it's more closed architecture. It'll be phased in by 2021. The first part of this will be the new Borrower Center, which provides the adaptive web design, the rollout of that is beginning this Summer. We are very excited and believe our credit unions will be impressed as well.

Q: All of that's very exciting, all really good. There's a lot to look forward to! Thank you both for answering all these questions!

Dan Hanlon is responsible for the company's daily operations and customer relations. He has worked in the mortgage industry for more than 20 years, managing operations, underwriting and secondary market functions at several regional financial institutions. Dan lives in Massachusetts with his wife and two children.

Stan Kutzko is the senior project analyst at MortgageClick, responsible for overseeing the development and implementation of credit union-branded sites for MortgageClick clients. Stan is also in charge of staff training and, with Dan, provides ongoing support services for MortgageClick's credit union partners. His combination of mortgage industry experience and technology know-how makes him MortgageClick's go-to guy for answering system questions large and small. He lives in Massachusetts with his wife and two children.