

DECEMBER 2022

# nmp<sup>TM</sup>

M A

Vol. 14, Issue 12 \$20<sup>00</sup>

40 Under 40 honoree  
Marie Gonzalez,  
Strategic Account  
Executive,  
SimpleNexus

**MAKING  
TOUGH  
CHOICES**

**FEEDING  
REALTORS**

**TAKE THE  
RIGHT TACT**  
Say it well or not at all

**BID CREDIT SCORES  
GOODBYE**

nmp  
**40/40<sup>TM</sup>**

## THE **NEXT** GENERATION

NMP Salutes the  
2022 Class of  
40 Under 40

A PUBLICATION OF AMERICAN BUSINESS MEDIA





**Angel Oak**  
MORTGAGE SOLUTIONS

# Tap Into The Power **@** Angel Oak



**The Leader in Non-QM**

Visit [AngelOakMS.com](http://AngelOakMS.com) | 855.631.9943



©Angel Oak Mortgage Solutions LLC NMLS #1160240, Corporate office, 980 Hammond Drive, Suite 850, Atlanta, GA, 30328. This communication is sent only by Angel Oak Mortgage Solutions LLC and is not intended to imply that any of our loan products will be offered by or in conjunction with HUD, FHA, VA, the U.S. government or any federal, state or local governmental body. This is a business-to-business communication and is intended for licensed mortgage professionals only and is not intended to be distributed to the consumer or the general public. Each application is reviewed independently for approval and not all applicants will qualify for the program. Angel Oak Mortgage Solutions LLC is an Equal Opportunity Lender and does not discriminate against individuals on the basis of race, gender, color, religion, national origin, age, disability, other classifications protected under Fair Housing Act of 1968. MS\_A723\_1221



DECEMBER 2022

# nmp<sup>TM</sup>

M A

Vol. 14, Issue 12 \$20<sup>00</sup>

40 Under 40 honoree  
Marie Gonzalez,  
Strategic Account  
Executive,  
SimpleNexus

**MAKING  
TOUGH  
CHOICES**

**FEEDING  
REALTORS**

**TAKE THE  
RIGHT TACT**  
Say it well or not at all

**BID CREDIT SCORES  
GOODBYE**

nmp  
**40/40<sup>TM</sup>**

## THE **NEXT** GENERATION

NMP Salutes the  
2022 Class of  
40 Under 40

A PUBLICATION OF AMERICAN BUSINESS MEDIA



# ROCKING Non-QM

ACC Mortgage is still Rocking Non-QM!  
Trust our EXPERIENCE to help you  
navigate the current market.

- ✓ 80% ITIN
- ✓ 80% DSCR
- ✓ 90% Jumbo
- ✓ 80% P&L Only
- ✓ 90% Bank Statements
- ✓ 70% Foreign National

Get your NON-QM deals priced instantly!  
Utilize our pricing engine at:

**NonQMPricer.com**

# ACCMortgage

Call Us Toll Free:  
**877.349.0501**

Visit Us Online:  
**accmortgage.com**

**MBA**  
MORTGAGE BANKERS ASSOCIATION

MEMBER  
**NAMB**

**NAMMBA**

**AIME**



© 2022 All Credit Considered Mortgage, Inc. d/b/a ACC Mortgage • NMLS ID 176724 • 1901 Research Blvd., Suite 410, Rockville, MD 20850 • (877) 349-0501. Not all loan programs are available in all areas. Program restrictions may apply. All rights reserved. This is not an offer or extension of credit or a commitment to lend. Licenses are held as follows: Arkansas combination Mortgage-Broker-Service License #119499; Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act License #41DB0-102821; Connecticut Mortgage Lender License ML-176724; Delaware Lender License #20786; Florida Mortgage Lender/Service #MLD353; Georgia Mortgage Lender License #46424; Idaho Mortgage Broker/Lender License #MBSL-0080176724; Illinois Residential Mortgage License #40794; Maryland Mortgage Lender License #6925; Michigan 1st Mortgage Broker/Lender License #LO022183; Minnesota Residential Mortgage Originator License #MN-MO-176724; Nevada Mortgage Lender License 4619; New Jersey Residential Mortgage License #164875; Oklahoma Mortgage Lender License #ML012740; Oregon Mortgage Lending License #ML-5825; Pennsylvania Mortgage Lender License 51566; South Carolina-SFI Mortgage Lender/Service License #MLS-176724; Tennessee Mortgage License #181409; Texas SML Mortgage Company License; Utah-DFI Residential First Mortgage Notification; Virginia Lender Licensed by the Virginia State Corporate Commission as MC-1656; Washington Consumer Loan Company License #CL-176724; District of Columbia Mortgage Dual Authority License #MLB176724.



nationalmortgageprofessional.com

- 4**  
**Generation Next**  
Every industry needs young blood to energize it, revitalize it, reshape and re-think it.
- 6**  
**The Tough Choice**  
The right way to make cuts in your staffing.
- 8**  
**Where Have You Grown?**  
It could be the right time to move on.
- 10**  
**Proposed Title Changes**  
Once dull, this industry is a hot topic.
- 15**  
**People on the Move**  
See who the movers and shakers are in the mortgage industry.
- 16**  
**Build-A-Broker: Delivering Value**  
Realtors might be looking for more than a free lunch.
- 20**  
**Build-A-Broker: Making Your Phone Work**  
A VoIP phone system might be a good choice for MLOs.
- 24**  
**Build-A-Broker: Tact Is A Top Need**  
At times, say nothing instead of the wrong thing.
- 26**  
**Build-A-Broker: Watch Those Posts**  
Social media when done poorly can be detrimental.
- 28**  
**Non-QM Lender Resource Guide**
- 31**  
**Private Lender Resource Guide**
- 32**  
**Forget Credit**  
New lender wants to overcome barrier to home ownership..
- 34**  
**Wholesale Lender Resource Guide**
- 36**  
**DataBank**
- 62**  
**Non-QM Lender Directory**
- 64**  
**Wholesale Lender Directory**  
**Originator Tech Directory**  
**Private Lender Directory**
- 66**  
**Facebook Thoughts:**  
Spiritualists & Party Clowns!



**nmp**  
**40**  
**40**<sup>TM</sup>  
**2022**

40 Under 40 honoree  
Renee L. Hinojosa,  
Sr. Loan Officer  
Primary Residential  
Mortgage

**COVER STORY**

**PAGE 39**

**40 OF THE BEST**  
NMP honors 40 of the rising stars in the mortgage industry.

nationalmortgageprofessional.com



## LETTER FROM THE PUBLISHER

# Generation Next

**W**ell, I feel old. I have been a journalist covering mortgage and real estate issues since 1984. That's 38 years (and it's nearly 50 years that I've been writing for publication anywhere). But it dawns on me that a fair number of the folks we're celebrating in our annual 40 Under 40 feature weren't even born when I was figuring out what this thing called "the secondary market" was.

Yet, feeling old does not mean feeling depressed. On the contrary, every industry needs young blood to energize it, revitalize it, reshape and re-think it. It's far too easy to get into a groove, to rely on the tried-and-true, and to lose sight that no industry thrives when it loses sight of innovation.

If we're honest with ourselves, we know that change comes from new players. It comes from the folks who enter a profession or industry and immediately see the fallacies that established colleagues fail to see or willingly turn a blind eye to because they're just too comfortable with the status quo.

The mortgage lending industry has an age problem in that the average loan originator is 53 years old. But technology is taking over the field, and we need people who are young enough to appreciate the benefits that software can bring while experienced enough to see the empathy that a personal touch brings to a transaction.

Our 40 Under 40 could just as easily be 80 or 100. What's thrilling is that we are now facing a wave of new leaders, new entrants who see possibility and profitability in the loan origination world. Read their profiles, and you'll be cheered that we have so many smart and accomplished colleagues who are only starting their tenure as the leaders of this industry. But start they must, because we need their vision and their drive and their ethics.

And there's nothing old about that. ■



VINCENT M. VALVO  
*Publisher, Editor-in-Chief*



## STAFF

Vincent M. Valvo  
 CEO, PUBLISHER, EDITOR-IN-CHIEF

Beverly Bolnick  
 ASSOCIATE PUBLISHER

Christine Stuart  
 EDITORIAL DIRECTOR

David Krechevsky  
 EDITOR

Keith Griffin  
 SENIOR EDITOR

Mike Savino  
 HEAD OF MULTIMEDIA

Katie Jensen, Steven Goode,  
 Douglas Page, Sarah Wolak  
 STAFF WRITERS

Rob Chrisman, Dave Hershman,  
 Erica LaCentra, Nick Roberson,  
 Lew Sichelman, Mary Kay Scully  
 CONTRIBUTING WRITERS

Alison Valvo  
 DIRECTOR OF STRATEGIC GROWTH

Julie Carmichael  
 PROJECT MANAGER

Meghan Hogan  
 DESIGN MANAGER

Stacy Murray, Christopher Wallace  
 GRAPHIC DESIGN MANAGERS

Navindra Persaud  
 DIRECTOR OF EVENTS

William Valvo  
 UX DESIGN DIRECTOR

Andrew Berman  
 HEAD OF CUSTOMER OUTREACH  
 AND ENGAGEMENT

Tigi Kuttamperoor, Matthew Mullins,  
 Angelo Scalise  
 MULTIMEDIA SPECIALISTS

Melissa Pianin  
 MARKETING & EVENTS ASSOCIATE

Kristie Woods-Lindig  
 ONLINE ENGAGEMENT SPECIALIST


Joel Berman  
 FOUNDING PUBLISHER

Submit your news to  
[editorial@ambizmedia.com](mailto:editorial@ambizmedia.com)

If you would like additional copies of  
*National Mortgage Professional*  
 Call (860) 719-1991 or email  
[info@ambizmedia.com](mailto:info@ambizmedia.com)

[www.ambizmedia.com](http://www.ambizmedia.com)

© 2022 American Business Media LLC. All rights reserved. *National Mortgage Professional* magazine is a trademark of American Business Media LLC. No part of this publication may be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the publisher. Advertising, editorial and production inquiries should be directed to:

 **American Business Media LLC**  
 88 Hopmeadow St.  
 Simsbury, CT 06089  
 Phone: (860) 719-1991  
[info@ambizmedia.com](mailto:info@ambizmedia.com)



# Acra Lending

## LENDING SOLUTIONS

12 MONTH BANK STATEMENT / SMALL BALANCE MULTIFAMILY /  
FOREIGN NATIONAL / INVESTOR CASH FLOW (DSCR) / ITIN / 1099 ONLY /  
P&L PROGRAMS / WVOE / ATR-IN-FULL / JUMBO NON-QM

### OUR PROGRAMS



### BECOME A BROKER



# OPTIMAL MORTGAGE LENDING SOLUTIONS

CALL US TODAY (888) 800-7661

[sales@acralending.com](mailto:sales@acralending.com) | [www.acralending.com](http://www.acralending.com)

INDUSTRY'S LEADING PRIVATE MORTGAGE LENDER



Acra Lending is a dba name of Citadel Servicing Corporation 25531 Commercentre Dr., Ste 160, Lake Forest, CA 92630; (888)-800-7661 ("CSC") NMLS ID# 144549, Licensed under Arizona Mortgage Bankers License # 1034434, California Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act license # 41DBO-74196, Finance Lenders License # 60DBO-94450, CA-DRE #01799059, Minnesota Residential Mortgage Originator License Other Trade Name #1 MN-MO-144549.1, Nevada Mortgage Company License # 4449, North Carolina Mortgage Lender License # L-160722, Oregon Mortgage Lending License # ML-5599, Tennessee Mortgage License # 125315, Utah-DRE Mortgage Entity License -Other Trade Name #1 12074249. For mortgage professionals only. This is for informational purposes only. For legal and professional advice on applicable state and local licensing requirements that apply to you, please contact an attorney. Acra Lending is an equal opportunity lender. Rates, terms, and programs subject to change without notice. Offer of credit subject to credit approval per applicable underwriting and program guidelines, applicant eligibility, and market conditions. Not all applicants may qualify. Not valid in the following states: AK, ND, and SD.







# The Firing Decision

No longer flush with cash, companies face tough choices

BY **DAVE HERSHMAN**, CONTRIBUTING WRITER, *NATIONAL MORTGAGE PROFESSIONAL*

**I**n today's mortgage market, the rules regarding hiring and firing have been turned around. During the boom, most loan officers were productive. And, even if they were not, most companies were so profitable carrying a few extra bodies was no big deal.

As the market transitioned, companies were so flush with cash they immediately reacted by paying out huge bonuses for top producers whose volumes were pumped up by refinances. The goal was to stockpile producers so that the drop in production could be mitigated.

In reality, production has fallen so much that many of these "bonus-baby" recruits were overpaid, at least when considering the present environment. Of course, in the long run, this strategy may work out. But in the meantime, the cash positions of many companies have changed. Not only are they not paying these huge bonuses, but they are taking a closer look at those loan officers who are not productive. Non-productive loan officers have proliferated in this

environment, which is not surprising.

Thus, managers all across the country are faced with some tough decisions. The market has changed so much that we are facing choices we have not had to make for years. In this regard, it is all about going back to basics. Here are the basic rules of management:

1. Hire the right people
2. Fire the wrong people
3. Tell the right people what their jobs entail
4. Give the right people the tools necessary to do their job.
5. Monitor, but get out of the way.

Clearly, the most important rule is to hire the right people. If you hire the wrong people, you will never be a good manager — end of conversation. However, sticking with the wrong people can be just as devastating to



your business model. The cost you will incur entails more than the results of poor performance.

Managers think they are all-powerful, but they are not. Sticking with poor performers represents your greatest impediment to implementing your recruitment plan. Managers tend to spend up to 80% of their time supervising the wrong people, and the opportunity costs they incur as a result are very, very significant. These costs include lost time and additional stress. Just to accomplish something that is impossible: trying to make the wrong people into the right people.

Why is it so hard? Because of the great myths of employee development:

- **Myth #1: They are not succeeding because I am not a good manager.**

At the worst, you have not truly defined the job, so you do not have a good handle regarding why they are failing and by how much. At best, you have hired the wrong person for the job (see Rule number one).

- **Myth #2: If I ignore the problem, it will go away or become better over time.**

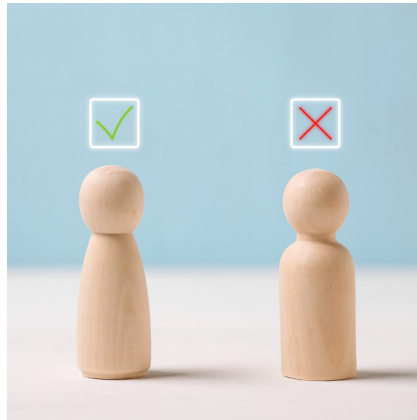
Even the worst performers have bouts of efficiency that will enable you to justify this statement. Performance problems do not fly away. Yes, you might retire first. More likely, they will quit first because they are as miserable as you.

How many times were you relieved over a resignation? This is a bad sign! Remember leaders are proactive. Anytime you go to the office in hope that the employee will make this decision for you, you have already wasted much too much time.

Want another bad sign? I know managers who have called loan officers and asked them — do you still work here anymore? If you have to ask — they are either not working or working somewhere else.

- **Myth #3: They are just in the wrong position.**

Do you have a job they can do adequately? Then make the move! Don't transfer them to another division and make them someone else's managerial problem.



## Sticking with poor performers represents your greatest impediment to implementing your recruitment plan.

- **Myth #4: But dealing with problems is my job as a manager!**

No, eliminating or preventing problems is your job. Who said that managers need to hit themselves on the head with a hammer to become successful?

- **Myth #5: If I can just get them to do this or that right, they will “cut the mustard.”**

Yes, if you coach and coach and coach, they might become adequate. They will never become peak performers. Your success will be dependent upon how many peak performers you have.

It is absolutely true that offices with top performers will attract top performers. People who excel understand the need to be surrounded by others from whom they can learn. They also like a challenging environment. So just keeping less-than-mediocre performers around will hamper your recruiting efforts not only by using up your most precious resource — time — but by creating the wrong environment.

*Should I just go back to the office and fire someone?*

We are not usually in a position to do this, because you have not dealt with the problem adequately. If you have been ignoring the problem for some time, you can't just come in and make a move. Your company probably wouldn't enjoy the legal liability of a Valentine's Day massacre. What you would like to do is to make up your mind to take the steps necessary to bring the problem to a closure. Make the commitment and then act! Moving to Rules #3 and #4 will help you do just that because these rules deal with the correct creation of expectations and making sure that you and the employee are fulfilling these expectations.

Again, these are the basic questions you must face when considering whether to let go of a producer. Of course, in today's environment, even decent producers are having trouble hitting minimum standards.

This means that you will have a tougher time separating the wheat from the chaff. The last thing we want to do is let those go who are solid producers and likely to return to that status as the market turns. If they were not as productive as they should have been during the boom, it is not likely they will revert to productive as the market turns.

For those on the cusp, there are plenty of measures we can use as evaluators. For example, what activities are they undertaking? Are they at open houses on the weekend? Are they working their sphere? Certainly, this is a decision that no one should take lightly. Today's environment makes some of these decisions harder. But others are going to be more difficult. ■

---

Senior Vice-President of Sales for Weichert Financial Services, **Dave Hershman** is the top author in this industry with seven books published as well as the founder of the OriginationPro Marketing System and the OriginationPro Mortgage School — the online choice for mortgage learning and marketing content. His site is [www.OriginationPro.com](http://www.OriginationPro.com) and he can be reached at [dave@hershmangroup.com](mailto:dave@hershmangroup.com).



# Don't Limit Your Ability To Be Successful

Determine if your work leaves you stressed and unhappy



ERICA LACENTRA



BY **ERICA LACENTRA** | CONTRIBUTING WRITER, *NATIONAL MORTGAGE PROFESSIONAL*

**A**s 2022 comes to a close, it is a perfect time to reflect on the accomplishments and failures of the past year. As the mortgage industry and real estate market continue to experience turbulence, it's important to take stock of where you have grown and thrived as well as revisit the mistakes you have made and learned from to be successful in

your planning for the year to come.

Especially as so many individuals in the mortgage industry have experienced the effects of rates rising and had to endure layoffs, closures, and dwindling prospects, it's important to remember that the industry is ripe with new opportunities for your success, and those opportunities may be with a new company or in a new role. So, how can you know if now is the right time to make that move, and more importantly, what steps should you take should you feel it's time for something new?

## IS THE GRASS GREENER?

Throughout your career, it isn't unusual to feel like you may be in a rut, or it may be the right time to look for something new. However, there is usually a difference between feeling somewhat dissatisfied with your job and it actually being the right time to move on. Especially when

you could potentially be in a good position to negotiate for more in your current role, how do you identify when the grass is truly going to be greener on the other side? There are actually several signs to look out for in cases when you truly have outgrown your current role versus when you're just feeling restless. One of the biggest things to look out for is when you no longer feel challenged.

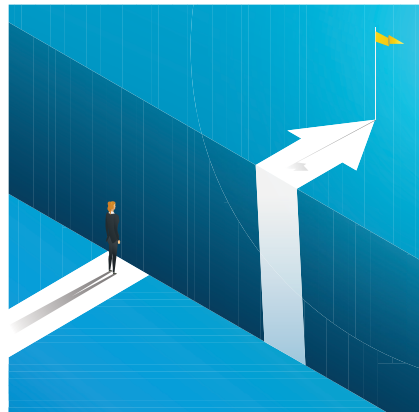
Just like personal growth, professional growth should pose a level of challenge to you, so you continue to hone your skill set. If you feel like you have hit your plateau and are no longer getting new projects, or new experiences, or are no longer growing in your position, it's time to move on. Believe it or not, it's not uncommon for folks to hit their professional plateau every five years. If you are starting to feel stuck in your current role and your current employer is not able to offer any room for growth, this is a perfect time to start looking for something new. Why? Because more often than not, you need a shift in your thinking and new interactions with individuals who can prove to be future mentors. This is truly no slight to your current employer, but sometimes there is a limit to what a position can offer and there can be a ceiling to how high you can get.

If growth isn't a concern, there can be a deep dissatisfaction with your role caused by management and those you work with on a regular basis. If you are regularly clashing with your boss as well as colleagues, unfortunately, this is going to limit your ability to be successful. In cases like this though, it's important to note that you should be reflecting on your actions and identifying if your workplace is the problem or maybe it's time to take a long hard look in the mirror. If after this period of reflection, you are noticing that you are often being left out of crucial decisions, and people are no longer valuing your opinion, it's truly going to be a "them" problem. Collaborative environments are critical to organizational success, regardless of what level you are at in your career. The second you feel isolated and siloed into processes where your input no longer

matters, it's time to move on.

Considering the current conditions of the industry, it's not unusual to want to try to find something new, especially in cases when your company may have gone through rounds of layoffs or if your company has been acquired and you feel your future may be in jeopardy. Unfortunately, even in the best circumstances, if you feel like your company is setting up a chopping block, it could be a good time to get out. Even if you feel like you could be insulated from layoffs, in a market downturn, unfortunately, no one is usually safe.

Finally, there are just cases where your job is no longer a fit and you need something new to be able to be fulfilled in your career. If you wake up every day and dread going to work, it's



time to move on. There is something inherently wrong with your role at a company if you feel constantly stressed and the work you do no longer makes you happy. While it's common to have short-term dissatisfaction with your job, if you feel like your stress level is truly unmanageable and you feel miserable more often than satisfied with what you do, it's time to find your next step.

#### WHAT HAPPENS WHEN IT'S TIME TO MOVE ON

If you have come to a place in your career where you have identified one of the issues previously mentioned, or you are simply ready to move on to something new, one of the scariest things can be determining what the next

step is. So how can you identify your next opportunity and ultimately make your transition as smooth as possible?

This may be oversimplifying the process, and it may seem like a no-brainer, but take stock of your current role, and update your resume as well as your LinkedIn. Chances are you have built up a substantial skill set, as well as an even more substantial network because of your current role, and it's time to put that to use. According to HubSpot, "85% of jobs are filled because of networking" and according to CNBC, "70% of jobs are never published publicly." Tap into the network you have built and start putting out feelers for the next best thing. Build up your professional references and start hunting. There is

**Believe it or not, it's not uncommon for folks to hit their professional plateau every five years.**

a good chance you have already met someone that can provide you with your next opportunity.

If you feel discouraged before you get started, keep in mind that January and February are historically the best times to look for a new job because hiring managers have received their budgets for the upcoming year and companies have laid out what areas they need to grow in the new year. It can be tough to finally decide to make the jump to something new, but if you feel like it's time to move on, commit to finding the next step in your career. You will come out happier in the long run. ■

---

**Erica LaCentra** is chief marketing officer for RCN Capital.



# Title Business Takes Center Stage

Business turning into a hot topic with proposed changes

BY LEW SICHELMAN, CONTRIBUTING WRITER, NATIONAL MORTGAGE PROFESSIONAL

**S**earching the land records and ensuring the findings is an important part of the lending process. It's necessary to guarantee clear title to the property changing hands between buyer and seller. But it's a back-office, somewhat rudimentary task that most take for granted.

In the last so many months, though, title has stepped forward as a hot topic. The advent of alternatives to title insurance was all anyone wanted to talk about at American Land Title Association's annual conference in mid-October. But before that, the threat of the title to your property being stolen out from under you made the headlines, not because it was happening, which it was, but because of outfits offering to protect against it.

One company, Home Title Lock, promises to "protect" homeowners in the event a criminal illegally gains title to their homes and either sells them to someone else or takes out a mortgage on them. The bad guys do so simply by forging the owner's name on a deed giving them title to the property, and then recording it with the county recorder.

It doesn't happen in the dark of

night. During regular business hours, the thief simply presents the deed to the recorder. The recorder is obligated to place the title in the county records but not to verify its legality. In fact, unless the deed is blatantly fake, it is recorded as a matter of course.

There's no telling how often this occurs. But Home Title Lock, whose television infomercial spokesmen include defrocked attorney Rudy Giuliani, former Speaker of the House Newt Gingrich and other ultra-conservatives, plus a couple of former G-men, maintains it happens with regularity. Indeed, the company claims the FBI classifies home title theft as "one of the fastest growing" crimes in

anyone tampers with it. The cost: \$19.95 a month. But here's the rub: Once you are told something's amiss, you likely are pretty much left on your own to deal with it.

It would be "extremely valuable" if a company paid the legal fees necessary to clear the title of a forged document, real estate litigator William Maffucci told Smart Business Philadelphia. "But that's a huge 'if.' I'm not aware of any providers of 'title theft' protection" that do that. If they did, Maffucci said, the service "would almost certainly cost much more."

ALTA CEO Diane Tomb agreed. "Paid monitoring services send alerts to customers when any type of document

**The more immediate result is a turf war between innovators pushing attorney opinion letters ... and insurers attempting to keep their not-so-little piece of the pie.**

America. Other ads say the supposed crime wave is "sweeping the nation" or "exploding across America."

## BUT IT'S NOT TRUE

ABC News has thoroughly trashed that claim, along with the unsubstantiated claims of two supposed victims of the crime. And it discovered that the company failed to disclose that other endorsers — a real estate agent, a title executive and a mortgage banker — were connected with the company in one way or another.

To "protect" homeowners from this scam, Home Title Lock says it will monitor a subscriber's title, 24-7, and notify them right away if

is filed," she told me. "These companies are not title insurers and typically don't pay to help protect a consumer's property rights."

Instead of subscribing to Title Home Lock or another similar service, savvy owners can check on their own with the recorders office as often as they like. And savvy lenders can advise them of the service — or even offer it themselves. In some places, you can sign up to receive notifications if any type of document is filed against your property's address. Not every county offers the service, but it is gratis where they do.

Maffucci, the Philadelphia attorney who hangs his shingle with Semanoff Ormsby Greenberg & Torchia, says a forged degree conveys nothing because it is not legal. "A false deed does not

LEW SICHELMAN







actually cause the current owner to lose his property rights,” agreed ALTA’s Tomb. And title pro Nathan Bossers of Boston Title says, “If you went to court 10 times, you’d win 10 times out of 10.”

### FEDERAL RELIEF?

Nevertheless, title theft can have a “devastating impact” on the owner and one he “cannot simply ignore,” Maffucci told Smart Business. That means you’ll have to hire an attorney and file suit to clear the title. And that could be a lengthy, expensive process.

Recently, two lawmakers have introduced federal legislation that, while not putting outfits like Title Lock out of business, would go a long way toward stopping deed fraud, thereby making monitoring services unnecessary. The

GOOD Deed Act (for Good Documentation and Enforcement of Estate Deeds) from Reps. Emanuel Cleaver II (D-Mo.) and Dwight Evans (D-Pa.) would establish the first federal definition of deed fraud as well as guidelines for sentencing those who commit the crime.

The measure also would require the FBI to add deed fraud as a category to the Uniform Crime Reporting program. And perhaps most importantly, it would establish a \$10 million annual program to assist states in the prevention, detection, investigation, and prosecution of the crime. Those receiving funding would be required to amend their laws to require identifiable information on individuals notarizing and filing deeds, such as fingerprints, photographs, and videos.

More recently, and perhaps of more

consequence to mortgage lenders, is the decision by Fannie Mae to join Freddie Mac in accepting attorney opinion letters — “under limited circumstances” — in lieu of title insurance. The move is part of the Biden Administration’s effort to make housing more affordable. But the more immediate result is a turf war between innovators pushing AOLs or facsimiles thereof and insurers attempting to keep their not-so-little piece of the pie.

There’s no doubt that attorney opinion letters will be less expensive. United Wholesale Mortgage recently announced its new TRAC system that removes the need for a lender policy altogether. UWM will review the title and closing docs, make sure the title is clear and help facilitate the closing process. The cost: A flat \$350.

Vendor SingleSource offers a standardized AOL that it says is scalable and affordable for a flat fee for refinances and 30–80 percent less than the cost of title insurance on purchase money loans. iTitle Transfer’s closing platform runs \$1,500 on average for a \$411,000 loan, eliminating the need for \$3,085 for title coverage and related costs.

Title insurance? Well, it often runs into the thousands of dollars, especially when the borrower elects to purchase an owner’s policy on top of the required lender’s policy, as about four out of five do, ALTA tells me.

The savings, then, is real and will cut closing costs significantly. But at what price? After all, attorney opinion letters don’t cover undisclosed tax liens, homeowner association assessments or liens for unpaid child and spousal support, among a myriad of other possibilities. AOLs “might be saving (borrowers) a few bucks on the front end,” says ALTA’s general counsel Steve Gottheim, “but (could be) costing them a lot more money on the back end.”

iTitle’s Ted Sprink disagrees. Sprink, who spent 25 years in the title business, points out that three out of every four title exams reveal a clean title, so what’s the point of spending all that money? He also notes that the field’s 3% claims rate “suggests little correlation between insurance pricing and risk.”

(According to ALTA, the claims rate

CONTINUED ON PAGE 12





## EXPAND YOUR FOOTPRINT WITH ACRA LENDING'S BUSINESS PURPOSE LOAN PROGRAM

**R**eal estate investing, like most things in life, is not without its difficulties. Finding available and affordable funding options, as well as assessing the right deals, are all challenges that all real estate investors face at some time.

Acra Lending has an option built specifically for first time and seasoned realty Investors. The business purpose program offers the ability for borrowers to qualify with rent rather than their income in addition to closing in a Corporation (LLC). The program allows lending options on Condotels, Airbnb and Daily Rentals.

Visit [www.acralending.com](http://www.acralending.com) or call (888) 800-7661 to learn more about Acra Lending's business purpose program

## TITLE BUSINESS

CONTINUED FROM PAGE 11

was just 2.4% in 2020, the last year for which data is available. But between the Great Recession years of 2008 to 2011, title claims ran in the 10-11% range, with most claims involving fraud or forgeries, mistakes in the public records and missed liens. To put the claims rates in perspective, on average, only 6% of all owners file a claim on their homeowners' policies every year, according to the Insurance Information Institute.)

### 'HUGE DIVIDE

Sprink, whose product "extends law firm protections to buyers, sellers and lenders for defects and related issues" affecting clear title, maintains it is a "great thing," one that provides a safe, reliable, and low-cost alternative to the title insurance monopoly. Obviously, title companies don't see it quite that way. And they are backed by a 10-page compilation constructed by the Greenberg Traurig law firm



of all the items that an attorney's price opinion are either not covered or not explicitly covered.

"There's a huge divide" between what's covered and what's not, Boston National's Bossers told me. When you add up all the costs, he said, the borrower isn't saving that much, and he's sacrificing coverage. But beyond that, he added, lenders who opt for an opinion letter over insurance could find themselves in legal jeopardy. "If there's a title issue down the road that seriously impacts someone's ownership status," Bossers said, "the lender could be liable."

As Bossers sees it, to avoid legal hot water, lenders, at the very least, should give borrowers a choice between a lawyer's opinion and insurance. "Lenders shouldn't be making that decision for their borrowers," he says. If the borrower is properly educated, this and other title business executives believe, they'll take the costlier option, "especially when they look at what's not covered." ■

**Lew Sichelman** is a contributing writer to *National Mortgage Professional* magazine. He has been covering the housing and mortgage sectors for 52 years. His syndicated column appears in major newspapers throughout the country. He also has been real estate editor at two major Washington, D.C., dailies and spent 30 years on the staff of *National Mortgage News*, formerly *National Thrift News*.



# What's Your Strategy?

INCOME OPTIONS AND MARKETING FLYERS  
WORTHY OF CHECKMATE



## Profit & Loss Only

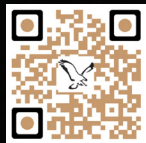
Easiest income qualification method available! Great alternative to using your clients bank statements to qualify for a mortgage.

**MOST  
POPULAR**



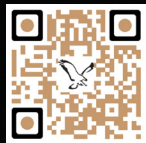
## Ready Asset (NIVA)

No Income necessary. Account balance must meet or exceed total debt obligation after subtracting penalties and taxes.



## Asset Depletion

Supplement earned income with assets. Simplified calculation: Asset balance minus penalties and taxes divided by 84.



## Marketing Flyers

Customizable flyers designed to help you educate your borrowers and close more Non-QM loans



**Non-QM Done Better.**



First National Bank  
*of America*







Don't just join  
Non-QM, take the  
lead right out of  
the gate.

**The experts at Deephaven are leading the way.**

Training and preparation are the key to a fast start in Non-QM. Deephaven's webinars, tutorials and DIWY (Do It With You) application support will have you ready to enter this booming market in no time. To sign up, contact: [info@deephavenmortgage.com](mailto:info@deephavenmortgage.com)


SCAN HERE



TO CONTACT  
US TODAY



[deephavenmortgage.com](https://deephavenmortgage.com)

 Deephaven Mortgage LLC. All rights reserved. This material is intended solely for the use of licensed mortgage professionals. Distribution to consumers is strictly prohibited. Program and rates are subject to change without notice. Not available in all states. Terms subject to qualification. [deephavenmortgage.com](https://deephavenmortgage.com)  
NMLSConsumerAccess.org MLS #958425 Disclosures & Licenses <https://deephavenmortgage.com/disclosures-and-licenses/>

SPONSORED BY

**ROCKET**  
Pro · TPO

# HOW

NMP'S MONTHLY SECTION OF  
HANDS-ON PRACTICAL ADVICE

## **BUILD A BROKER**

Helping Realtors Help You  
Don't Phone It In — Get VoIP

## **YOUR FIRST MILLION DOLLARS**

Always Be Tactful

## **BENCHMARKS & BEST PRACTICES**

Make Those Posts Count

## **CAREER TICKER:**

People On The Move



### PEOPLE ON THE MOVE //



> Movement Mortgage expanded its leadership team with the addition of **Shelley Smith** as

the company's new chief people officer.



> AG Mortgage Investment Trust announced that its board of directors has

appointed **T.J. Durkin** as the company's CEO.



> Fidelity National Financial Inc., announced **Melissa Circelli** as its news chief human resources officer.



> Nations Lending said **Christine McConnell**, an award-winning professional, has joined its Scottsdale,

Ariz. Branch as lead personal mortgage advisor.



BUILD-A-BROKER



# Digital Modernization Or Free Lunches?

## Real estate agents are ready for more from mortgage lenders

BY JOE WELU, SPECIAL TO NATIONAL MORTGAGE PROFESSIONAL

**I**f nothing else, 2022 has shown that a tumultuous and uncertain housing market is here to stay for the foreseeable future. Homebuyers are working with their teams to navigate rising interest rates, fluctuating housing prices,

and limited overall housing inventory. This year, sales started strong, but the second half of the year proved that mortgage lenders will have their work cut out for them in 2023.

Despite industry woes, it's expected that consumers will continue to purchase

new homes. However, many will be doing so with increased reliance on financial partners and real estate agents for strategic guidance and counsel throughout the process.

For decades, mortgage lenders or loan officers have worked closely with

### PEOPLE ON THE MOVE //



> **Fred Matera**, Redwood Trust Inc.'s current head of residential, will assume the role of chief investment officer.



> MonitorBase, a mortgage fintech company, has promoted **Lilly Staniforth** to vice president of business relations.



> PennyMac Financial Services Inc. announced the appointment of **Jerry Halbrook** as the organization's chief mortgage innovation officer.



> VeriFast, the AI-powered verification-as-a-service



real estate agents — both providing a critical role in the process of getting buyers into new homes. The critical relationships between these two sides of the equation have historically been reliant on referrals and networking. As the market for mortgages continues to be increasingly tight, the traditional approach of buying lunch for the agent and leaving a mortgage rate sheet behind may no longer be the strongest strategy for lenders.

With this new market reality in mind, lenders must rethink their approach and deliver more value to their real estate partners. Since most agents commonly work with a few different lenders, they will need to prioritize the



Joe Welu

lenders that can provide them with data and insights on consumer behaviors and near-term opportunities. Networking and free lunches between lenders and agents will never go away, but it's not

enough to keep the best real estate agents on your side.

### UNLOCKING CONSUMER INSIGHTS FOR AGENTS

The current housing market has created an emphasis on resilience. Strong, preapproved offers are more likely to close deals. Often when lenders are working with a buyer in the preapproval stage, they will refer them to an agent. More often than not, they already have an agent in mind. Similarly,

buyers most likely already have a lender by the time they are looking at houses.

The key to working together and leveraging the strategic partnership between lender and agent is discovering buyers in the early stages of house hunting or financing. From there, lenders and agents can work collectively to guide the buyer through the process together. But how can you know when a consumer is considering purchasing a new home or engaging with a new lender or agent?

Luckily, there's a typical homebuying process with distinct steps along the way, and modern technology is available to lenders that can illuminate these steps. By

following these steps, lenders and agents can better anticipate consumer behaviors, develop proactive sales and marketing campaigns, and build strong teams that more homebuyers want to partner with.

### DECODING THE SIGNALS

Consumers typically begin their homebuying journey through their own research. They start by visiting real estate and lender websites, mortgage calculators, or different financial apps to gather information and understand what they can afford, what their monthly payments might be, and what mortgage rates appear to be available to them. Long before connecting with an agent, consumers are signaling intent in the

homebuying process via this research.

For lenders to capture this intent, however, they require the right technology that can monitor these behaviors and flag these signals. With these insights, lenders can tip off real estate agents to potential new leads, building a stronger base of business for both parties.

Together, lenders and agents can serve up personalized and relevant content to these potential homebuyers, guiding them into the pipeline more quickly and creating greater consumer loyalty in the process. By serving up insights on consumer intent to preferred agents, it creates greater

**New technology platforms that offer native co-marketing functionality enable both partners to create and distribute sales materials and collateral.**

lender value — something that the traditional free lunch simply can't do.

Data-driven technology is also helping lenders segment customers who may be entering the homebuying process but have yet to act upon it. Using motivational data and segmentation data, lenders and agents can work together to deliver increased personalization and messages that will

CONTINUED ON PAGE 18

platform that automates financial analysis and decision making for mortgage underwriting announced the appointment of fintech veteran **Rob Strickland**, CRO and Canadian banking veteran **Chris Pornaras**, chief commercial officer to its leadership team.



Branch Manager **Dave Shelor**.

> Waterstone Mortgage Corporation announced the opening of a new branch in Christiansburg, Virginia, led by



> QC Ally announced that **Kristin Broadley** joined the company as chief innovation officer.



**Mell** as senior vice president of wholesale lending.

> Freedom Mortgage, a full-service mortgage company based in Boca Raton, Fla., has appointed **Mike**



**BUILD-A-BROKER**



**DIGITAL MODERNIZATION**

CONTINUED FROM PAGE 17

resonate with these audiences still in the early stages.

**SIMPLIFYING CO-MARKETING**

Once insights on potential homebuyer behavior is shared across the lender-agent landscape, the next step is personalized co-marketing. New technology platforms that offer native co-marketing functionality enable both partners to create and distribute sales materials and collateral, including emails, print ads, and landing pages.

To many, this might seem labor-intensive to create and send unique materials to each potential lead.

But today’s customer relationship management platforms can deliver automated campaigns and consistent outreach that explains the process of pre-approval, best practices on building a financial track record, and other relevant information without requiring much manual work on the part of lenders or agents.

While co-marketing is a natural extension of the relationship between real estate agents and lenders, the process can be confined by rules and regulations. Ensuring that co-marketing adheres to strict industry regulations can be complicated; however, select modern management

platforms on the market today can help all parties comply with industry regulations to streamline the process, providing a safety net to both parties.

As homebuyers continue to experience today’s tumultuous housing market, it’s essential for lenders to demonstrate their value to both their customers and to real estate agents. These partnerships have existed for years, but adding additional value will benefit all parties. Shared data that drives customer growth is proving more valuable than a free lunch — and both lenders and agents are catching on to reap the rewards. ■

**Joe Welu** is CEO and founder of Total Expert, a fintech software company.

**PEOPLE ON THE MOVE //**



time staff members: **Caitlin Myhre** to vice president, risk distribution & credit and **Adam Monti** to vice president, conventional underwriting.

> Freddie Mac Multifamily has promoted two long-



> Mobility Market Intelligence, a creator of data intelligence and market insight tools for the mortgage industry, has hired **Justin Bird** as its new creative director.

**SHARE CAREER NEWS WITH NMP™**

Have news of a major new hire or promotion in the mortgage industry? Submit the information to Senior Editor **Keith Griffin** at [kgriffin@ambizmedia.com](mailto:kgriffin@ambizmedia.com) for possible publication. Announcements should include a headshot. NMP™ has the final determination on which items are published.

# 2022 CE IS NOW AVAILABLE



## TRAIN YOUR COMPANY

Would you like to know more about our corporate programs? Or are you a branch manager? Contact Us.

**USE CODE  
AMBIZDISCOUNT**

VISIT : [MORTGAGEEDUCATION.COM](https://www.mortgageeducation.com)

OR

---

**CALL**  
**(317) 625-3287**

---



BUILD-A-BROKER

# VoIP — The Latest Phone Systems For Mortgage Professionals

Is Voice Over Internet Protocol the right choice for you?

BY JIM GUSTKE, CONTRIBUTOR, NATIONAL MORTGAGE PROFESSIONAL MAGAZINE

**T**oday, many mortgage professionals across the U.S. are switching to Voice over Internet Protocol (VoIP) phone systems from traditional phone landlines to run



Jim Gustke

their offices and businesses more efficiently — no matter where they are in the country.

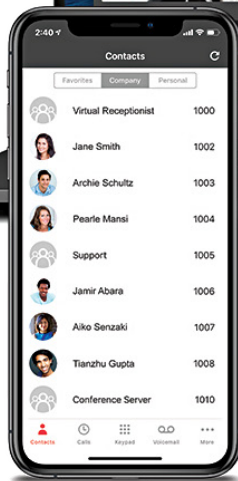
Unlike traditional landline phones, VoIP transforms business

communications through numerous innovative features and benefits that are already built in. And perhaps best of all, VoIP comes with substantial cost savings.

This article is intended to help mortgage professionals understand VoIP and to help determine if switching to a VoIP system is the right choice for you. For a deeper dive into VoIP, please download the free VoIP Guidebook.

## UNDERSTANDING VOIP PHONE SYSTEMS

Voice over Internet Protocol (VoIP) phones use the internet to make and receive phone calls using IP (Internet Protocol) or analog phones plugged into Ethernet jacks. Once connected, you can easily make and receive calls. Using a web portal and login, you can customize numerous features, including the Virtual Receptionist welcome message or adding new users.



The difference between traditional landline phones and VoIP systems is technology. Landline phones require an intensive infrastructure of exchange hardware and wiring, allowing one to make and receive calls only.

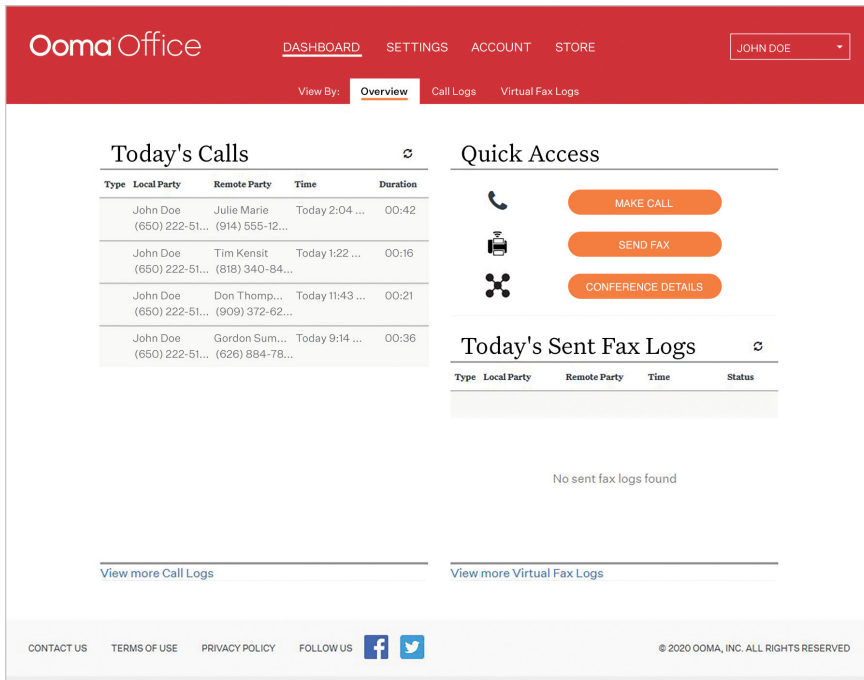
VoIP technology has changed how companies communicate. While IP capabilities have been around several decades, VoIP has advanced in recent

years, thanks to innovation and faster internet speeds.

## HOW VOIP SYSTEMS WORK

VoIP phones work by turning your voice into data, which is then transmitted over the internet, like sending emails.

If you've used Skype, you've used



## How customers and prospects view your business often depends on their initial phone interaction.

VoIP. VoIP calls are made on your phone, connected to the internet with a network cable or adapter, or via a computer's microphone and speakers using an app. When making calls, the VoIP service provider routes the voice data between you and the other caller — all within a split second.

### VOIP TRANSFORMS COMMUNICATIONS

Unlike traditional landlines, VoIP comes with built-in features that help make the right impression.

- **Virtual Receptionist** — when you can't have a 'live' person answer the phone, Virtual Receptionist steps in. This allows callers to hear a message with numerous options, versus hearing a busy signal or being quickly put on hold.

- **Ring Groups** — to ensure every caller has a positive experience, you

can program Ring Groups to ring simultaneously — so everyone in a department, like sales or customer care, receives the call; or ring sequentially — from person to person, until someone picks up.

- **Virtual Fax** — faxing remains an important form of communication for many businesses. With VoIP phone systems, you can still send traditional faxes from your phone to a fax machine. Virtual Fax removes the need for fax equipment. Faxes are converted to PDF files and managed within the end-user portal. Each user who needs access will have fax capabilities via their phone extension.

- **Conference Calling** — if conference calls are an integral part of your work, you understand the need for a conference phone that delivers the perfect sound. If callers find it hard to hear participants,

the meeting will be challenging. To ensure everyone experiences in-person call quality, look for a conference phone with the following features: a 360° voice range; an array of built-in microphones; and echo cancellation background noise suppression

- **Remote Working** — Employees shouldn't use their personal phone numbers for business. VoIP, unlike landlines, allows employees to work anywhere, using their business phone number, through mobile and desktop apps, and voice messages forwarded as email attachments.

- **Business Phone Number** — transitioning to VoIP is easy as you can keep your current business number by working with your VoIP provider. So, there's no need to change your letterhead, business cards, or website.

### HOW TO SET UP AN IP PHONE SYSTEM

Setting up a business VoIP system literally just takes minutes.

One of the differences businesses notice when switching to a VoIP system is the reduction in on-premises equipment. Traditional business phone systems require the installation of large wall-mounted fixtures, followed by upgrades and IT servicing.

With VoIP systems, the hardware generally consists of one or two compact, plug-in pieces. When it comes to switching your phones to VoIP, you have device options. You can continue using your existing analog or digital desk phones, or if you'd like to upgrade, you can purchase IP phones.

Once your desk phones and starter kit arrive, follow a few simple steps:

- Connect your base station (a tablet-sized router that sorts out voice data and traffic to ensure clear, reliable calls) to your analog phone.
- Plug in wireless extensions (into regular power outlets) to connect analog phones to the internet.
- Connect IP phones to an Ethernet jack.

CONTINUED ON PAGE 22



**BUILD-A-BROKER**



## VOIP

CONTINUED FROM PAGE 21

### KEY ADVANTAGES OF VOIP

- **Important Impressions** — how customers and prospects view your business often depends on their initial phone interaction. Do they hear a welcome message with easy directions, or be put on hold immediately? Whether your business has two, 20 or 50+ employees, your business will sound professional with a VoIP phone system.

- **Call Quality** — VoIP provides the quality of phone calls businesses desire through increased internet speeds and advances in technology.

- **Cost Savings** — a huge benefit to transitioning to VoIP is the cost savings. For those with landlines, it's clear how expensive they are — from setup, to recurring monthly costs, adding features and ongoing IT support. To understand what you could save with a VoIP system, use the VoIP Savings Calculator.



- **Work Anywhere** — VoIP systems are flexible, providing the tools to communicate with employees no matter where they are working — in the office, on the road or at home. ■

**Jim Gustke** is vice president of marketing at Ooma and is responsible for all aspects of marketing and customer acquisition at the company. For more information, visit: [www.ooma.com](http://www.ooma.com).

# ATLANTA



MAR  
**1**  
2023

Atlanta's top gathering for mortgage professionals returns to Georgia on March 1, 2023. Don't miss this exciting, informative event. Mortgage Banker Magazine readers like you can attend for free by using the code **NMPFREE**.

## atlanta MORTGAGE EXPO

[www.atlantamortgageexpo.com](http://www.atlantamortgageexpo.com)

Title Sponsor  
**ROCKET**  
Pro · TPO

Complimentary registration available to NMLS-licensed active LOs and their support staff. Show producers reserve the right to determine final eligibility.



Produced By  
**OCN**

ORIGINATORCONNECTNETWORK.COM



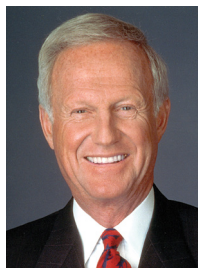
YOUR FIRST MILLION DOLLARS

# Tact Is About Making A Point, Not An Enemy

The best advice is to say the right thing or say nothing

BY HARVEY MACKAY, SPECIAL TO NATIONAL MORTGAGE PROFESSIONAL

**A**n office supervisor called an assistant in to give her the bad news that she was being fired. He started the conversation with: “Miss Johnson, I really don’t know how we’re going to get along without you, but starting Monday, we’re going to try.”



Harvey Mackay

Tact is the art of making a point without making an enemy. The best advice is to say the right thing or say nothing. Choose your words carefully. As Abraham Lincoln put it, “Better to remain

silent and be thought a fool than to speak out and remove all doubt.”

Another U.S. President, Harry Truman, said, “Tact is the ability to step on a man’s toes without messing up the shine on his shoes.”

Tact is especially important in delivering bad news. Handled correctly tact can build credibility and strengthen your reputation, while preserving existing relationships. A tactful approach demonstrates professionalism and good manners, which can lead to career opportunities. Tact is critical for business and life success in handling interactions. Without tact we lose friends and other relationships, respect, work and money.

## MAINTAIN RELATIONSHIPS

Tact, as defined by Merriam Webster’s dictionary is, “A keen sense of what to do or say in order to maintain good relations with others or avoid offense.”



How many times have you said something without thinking it through and then regretted it? I would venture to say we’ve all been guilty. Tact comprises many things including compassion, courtesy discretion, diplomacy, respect and thoughtfulness.

Often we are so focused on achieving results that we forget how we come across to other people. Seek out a group of people you trust who can give you valuable feedback on your communication skills. Be open to their suggestions and work on improving.

It’s important to note that tact is more than language. Tact encompasses how people react to situations and includes body language such as pacing or facial expressions — frowns, sighs or a rolling of eyes.

Tact wins friends; the lack of it often loses them. Tactful people make friends because they have a way of drawing people out and inducing them

to express the best within them.

## BE HONEST

What tact does not include is dishonesty. Sometimes it involves sugar-coating the words so they are easier to hear. Even then, you must be careful not to overdo the syrup or the message may get lost.

Once two rival hatters visited President Lincoln, each of whom presented him with a hat he had made. After the presentation, both hatters stood back expectantly awaiting Lincoln’s comments.

Lincoln looked over the two hats very carefully and then remarked solemnly, “Gentlemen, they mutually excel each other.” Now that is tactful!

One of the worst things you can do is to let your emotions get the best of you. Calm yourself down in stressful situations by taking a break, going for a walk or whatever technique will help

you maintain your composure. Learn to control your emotions. As the saying goes, you can't "unring the bell." Stop and think before you speak.

**HARDEST WHEN DISAGREEING**

Our society has become increasingly accustomed to spouting the first sentiment that comes to mind — just

were interacting face-to-face.

Tact is probably the hardest when disagreements pop up, creating tension. Be open-minded and listen to the other side, and perhaps that will encourage them to listen to your point of view too. It's ok to respectfully disagree but keep it civil.

Benjamin Franklin said, "If you

And for the times when you're not as diplomatic as you should be, you need to be quick on your feet.

**PRACTICAL TACT**

A loud Army sergeant is drilling some recruits when he gets a message that the grandmother of one of them has died, so he shouts, "Jones, your grandmother died!" And Jones promptly faints.

The sergeant's superior officer takes him to the side afterward and tells him he should be a bit more tactful about such things.

A week later the sergeant gets word that Smith's grandfather has passed away. The sergeant enters the barracks and calls everyone to attention announcing, "All those with living grandfathers step forward. Not so fast, Smith."

**Mackay's Moral:** People with tact have less to retract. ■

**Handled correctly tact can build credibility and strengthen your reputation, while preserving existing relationships.**

look at the comments sections online to see how people respond to situations. I would hope that those folks would be less inclined to be so uncivil if they

must speak your mind, then mind how you speak."

Tact is the ability to think of things far enough in advance not to say them.

**Your Clients Deserve Options, Not Obstacles.**

As a trusted wholesale lender, we help independent mortgage brokers give borrowers more flexibility while minimizing costs.



**Joseph Noviello**  
(718) 240-4780  
jnoviello@ridgewoodbank.com  
NMLS ID# 625762



**Bijan Farassat**  
(917) 731-4870  
bfarassat@ridgewoodbank.com  
NMLS ID# 646654

- ✓ No add-ons to pricing based on property type, credit score, LTV or transaction type
- ✓ No limits on cash-outs<sup>1</sup> (no seasoning)
- ✓ Up to 90%<sup>2</sup> CLTV for loans up to \$3.5 million
- ✓ No FICO® score (unless PMI loan)
- ✓ Available to LLCs



Learn more at [ridgewoodbank.com](http://ridgewoodbank.com)



1. On primary residences. (LTVs apply). | 2. 1-2 family and condo purchases and rate and term refinances – primary residences  
Terms and conditions subject to change without notice. Loans subject to credit approval. | © 2022 Ridgewood Savings Bank. All rights reserved.



BENCHMARKS & BEST PRACTICES

MARY KAY SCULLY



# To Post Or Not To Post?

The content is critical for keeping business moving

BY MARY KAY SCULLY, CONTRIBUTOR, NATIONAL MORTGAGE PROFESSIONAL

**W**e've talked about social media plenty of times: how to market yourself effectively, how to provide value, and the list goes on.

However, now I want to talk about what you're actually sharing on social media. The content you provide — and don't provide — is critical for keeping business moving and even keeping you and your customers safe.

### PREVALENCE OF SOCIAL MEDIA

Social media is everywhere for everyone, but I don't have to tell you that. In 2021, 72% of U.S. adults used at least one social media platform, according to Pew Research, and 70% of U.S. adults used Facebook daily, according to the same study.

Social media is a great tool for reaching a large audience, but it can be a double-edged sword. The good things you do and say can be seen and shared easily, but it is just as easy for content to be ill-received and hurt your reputation and/or your business.

I'm not just saying don't post questionable or controversial content. Even well-meaning posts can cause a stir sometimes. Always check with your compliance folks on your company's social media policy. A simple post about a rate change could be considered an ad from a compliance viewpoint.

### PROVIDING VALUE

We've already talked about how important social activity can be. It helps you share important information quickly and easily to a large group and it helps you keep your name in front of your network. However, you don't want to be top of mind with your network for the wrong reasons.

With this in mind, make sure your posts are meaningful. In the November issue, we talked about being intentional with your connections. The same goes for social media. Even though you may be posting for the



masses, the content you put out there can affect different people in different ways. Even the cadence of your posts matters. Too many can be overwhelming to your followers and might cause them to scroll right past you if you're appearing too often.

Keep your audience in mind with every post you make. Not everyone may want to hear your political opinions. Negative rants may give others a negative perception of you, even if your rant is justifiable. And does anyone really want to see a picture of your lunch? Probably not — no matter how good it was.

We often treat social media like we are talking to our closest friends (and maybe your friends do care about what you had for lunch), but the reality is, one post can easily reach thousands of people. If you wouldn't stand on a stage and proclaim it to a crowd, it's probably not something that belongs on your social media, either.

### PROMOTING SAFETY

With that same sentiment in mind, be extra careful of customer information you may be sharing. It's fun to post about your customers' successes, but don't overshare. No one needs to know that you helped John and Jane Smith buy the house at 202 Main Street. Why? Cyber criminals can take the information you put online either about yourself or about your customers and take advantage of it.

Wire fraud is becoming increasingly common among

## Even well-meaning posts can cause a stir sometimes.

borrowers who are about to close on a home. Scammers can pose as a real estate agent or a lender in order to steal closing costs. The Federal Bureau of Investigation reports that over 11,000 people were victims of wire fraud in the real estate and rental sector in 2021 with losses of more than \$350 million, marking an increase of 58% since 2019.

Be mindful of the names, addresses, or other personal information you share — and think about how it could expose you or your customers to fraud or any other potential harm. No post is worth the time, money, and headache that comes with recovering from fraud.

Have I scared you enough?

The bottom line is social media can be a powerful tool to reach a large audience. It is your responsibility to use it wisely. Be mindful about the content you're putting out there and make sure you are providing value to your followers, whether you have 5 or 5,000. ■

**Mary Kay Scully** is the Director of Customer Education at Enact, leading the development of the company's customer education curriculum. The statements in this article are solely the opinions of Mary Kay Scully and do not necessarily reflect the views of Enact or its management.



We're Here.  
Every Step Of  
The Way.

ACT is a full-service AMC.  
ACT offers clients peace of mind in the form of reliable, full service, nationwide appraisal management solutions.

You **want** an AMC that handles every aspect of your appraisal orders with expert precision. From ordering to QC to completion, -ACT Appraisal always delivers.

**ACT**  
Accurate. Concise. Timely.

actappraisal.com

888.377.8901

 ACTAPPRAISAL

## We Have Mortgage Jobs.

**find mortgage jobs**  
Targeting The Entire Mortgage Marketplace

- Branch Manager
- Business Development Manager
- Client Relationship Manager
- Client Relationship Specialist
- Collateral Asset Manager
- Commercial Loan Officer
- Credit Analyst
- Licensing Assistant
- Loan Officer
- Loan Mitigation
- Post Closing QC Expert
- Loan Administration Manager
- Processor
- Regional Vice President
- REO Closer
- Retail Branch Manager
- Reverse Mortgage Specialist
- Sales Manager
- Underwriter
- Wholesale Account Exec
- **And MORE!**



Responses are from highly-qualified candidates. Your ad can also be posted on Indeed and SimplyHired as a FEATURED JOB, on Craigslist in most cities, Googlebase, Oodle, Juju, CareerMetaSearch, TopUSAJobs, Jobalot **and MORE!** Pay-per-use RESUME BANK.

**findmortgagejobs.com**



## NON-QM LENDER RESOURCE GUIDE



### Acra Lending

Lake Forest, CA

Acra Lending is the leader in Non-QM Wholesale and Correspondent lending programs. Offering a range of programs and services geared toward helping mortgage professionals and borrowers achieve their purchase and investment goals. We are committed to providing simplicity, consistency and an optimal customer experience.

acralending.com  
(888) 800-7661  
sales@acralending.com

**LICENSED IN:** AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, LA, ME, MD, MI, MN, MT, NE, NV, NH, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI, WY



### Angel Oak

MORTGAGE SOLUTIONS

### Angel Oak Mortgage Solutions

Atlanta, GA

We offer alternative mortgage solutions for originators throughout the country helping borrowers who don't fit Agency guidelines. We are pioneering a fresh approach to today's mortgage lending challenges helping partners to grow their business.

angeloakms.com  
(855) 631-9943  
info@angeloakms.com

**LICENSED IN:** AL, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WV, WI, WY, DC and the District of Columbia



### Arc Home LLC

Mount Laurel, NJ

Multi-channel mortgage leader with exceptional service and comprehensive mortgage solutions.

When it comes to choosing your lending partner, there are many things to consider. Our products set the standard in the industry for innovation. Since that innovation is in our DNA, we will always be on the cutting edge of what matters most to you and your borrowers. At Arc Home, our priority is to provide the best customer experience from registration to closing, and we continue to invest in that philosophy every day.

business.archomellc.com  
(844) 851-3600  
sales@archomeloans.com

**LICENSED IN:** AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

# And ... Action!

Mortgage News Network's mission is to use the power of video and podcasts to compliment the written word and inform, educate, enable and empower mortgage professionals with the most relevant, up-to-date information and advances in the mortgage industry.

It is our goal to offer worthwhile information to our viewers while delivering it with the utmost professionalism.



MORTGAGENEWSNETWORK.COM



**Civic Financial Services**  
Redondo Beach, CA

CIVIC delivers fast, honest, simple lending for real estate investors. Description of your products or services.

CIVIC Financial Services is a private money lender, specializing in the financing of non-owner occupied residential investment properties. CIVIC provides Mortgage Brokers and Real Estate Investors with a fast and cost effective funding source for their real estate investment needs.

civicfs.com  
(877) 472-4842  
info@civicfs.com

**LICENSED IN:** AZ, CA, CO, FL, GA, HI, ID, IL, IN, LA, MD, MA, MI, MN, NV, NJ, NC, OH, OK, OR, PA, SC, TN, TX, UT, VA, WA, WI



**Deephaven Mortgage**  
Charlotte, NC

Founded in 2012, Deephaven is a national, Non-Agency/Non-QM mortgage provider.

A full-service innovator in the Non-Agency/Non-QM mortgage space helping millions of Americans unable to qualify for a traditional, government-backed mortgage to achieve their dreams of homeownership. Available through both wholesale and correspondent channels, our differentiator is our borrower-centric culture and service delivery model. Particular strengths include our own in-house underwriting and collaborative teams that directly support our national network of independent mortgage brokers and loan officers.

deephavenmortgage.com  
(800) 983-0457  
info@deephavenmortgage.com

**LICENSED IN:** AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WI, WY



**First National Bank of America**  
East Lansing, MI

With over 65 years of lending experience, First National Bank of America specializes in Non-QM loans, nationwide.

- Alternative Income Documentation Options
- 12 months only of income history
- Self-Employed/1099
- ITIN or SSN
- Recent Credit Events

Our alternative mortgage solutions are designed to help people turn homeownership dreams into a reality in the Retail, Wholesale or Correspondent space

Visit:  
www.fnba.com/wholesale  
www.fnba.com/correspondent  
www.fnba.com/mortgage

Equal Housing Lender

fnba.com/wholesale  
(800) 400-5451  
requests@fnba.com

**LICENSED IN:** All 50 U.S. States

Non-QM Lender Resource Guide cont'd. next pg.

**The Interest™**

[nationalmortgageprofessional.com/video](http://nationalmortgageprofessional.com/video)



[nationalmortgageprofessional.com/podcasts/principal](http://nationalmortgageprofessional.com/podcasts/principal)



[nationalmortgageprofessional.com/podcasts/gated-communities](http://nationalmortgageprofessional.com/podcasts/gated-communities)





## NON-QM LENDER RESOURCE GUIDE



### Global Integrity Finance LLC McKinney, Texas

#### DSCR Rental NO DOC Loans

As a direct, private lender, Global Integrity Finance takes a common-sense approach to underwriting, with all approvals made in-house. We are dedicated to providing quick responses to time-sensitive loans, often times with the ability to close in as few as 3 business days. At Global Integrity Finance, we value referrals and our brokers are protected. We are committed to the highest level of customer service, because our success thrives in building relationships.

globalintegrityfinance.com  
(214) 548-5190  
toby@globalintegrityfinance.com

**LICENSED IN:** AL, AR, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NH, NJ, NM, NY, NC, OH, OK, OR, PA, RI, SC, TN, TX, UT, VT, VA, WA, WV, WI



### Luxury Mortgage Corp. Stamford, CT

Non-QM, Wholesale, Delegated Correspondent, Non Delegated Correspondent

The Simple Access® Non-QM suite of products was built around the idea that it doesn't have to be complicated to finance a home. We have created a diverse selection of borrower friendly programs that are simple, innovative, and flexible. For more information on our Correspondent division, visit [www.luxurymortgagecorrespondent.com](http://www.luxurymortgagecorrespondent.com)

luxurymortgagewholesale.com  
(949) 516-9710  
tpomarketing@luxurymortgage.com

**LICENSED IN:** AL, AK, CA, CO, CT, DC, DE, FL, GA, IL, LA, ME, MD, MA, MI, MN, NV, NH, NJ, NM, NY, NC, OH, OR, PA, RI, SC, TN, TX, UT, VA, WA, WI, WY



### PCF Wholesale Tustin, CA

Build your 2022 pipeline with PCFWholesale.com, the home of the EZ DSCR and Alt Choice Non QM Products. We make NonQM E-Z. Direct Wholesale Lender Licensed in 38 States. We love 1-4 and 5-8 unit properties. Ask about our Preferred Lender Program and our on time closing commitments to you!

pcfwholesale.com  
(714) 955-5700  
Marketing@pcfwholesale.com

**LICENSED IN:** AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, NV, NH, NJ, NM, NC, OH, OK, OR, PA, RI, SC, TN, TX, UT, VA,

# FIND IT.

The screenshot shows the 'Directories' section of the National Mortgage Professional website. It features a search bar and several filter buttons: 'Wholesale', 'Non-QM', 'Originator Tech', 'Private Lending', and 'AMC Guide'. Below the filters, there are three featured directory listings: 'ACC Mortgage', 'Acra Lending', and 'ACT Appraisal, Inc.', each with a brief description of their services.

## THE COMPANIES AND TOOLS YOU NEED

When searching for products or services to help your business, browse through our Resource Guides, or find a specific provider through one of our Directories.

**Originator Tech, Non-QM, Wholesale, AMC.** These listings provide quick, easy access to the resources you need, all in one convenient location.



Find what you're looking for. Visit [nationalmortgageprofessional.com/directories](http://nationalmortgageprofessional.com/directories)

## NON-QM LENDER RESOURCE GUIDE



### Quontic Bank New York, NY

No Ratio & Lite Doc — Owner Occupied & Investor

Our unique Community Development Loan programs help historically excluded borrowers look beyond income documentation to help make homeownership dreams a reality. Quontic is exempt from Dodd Frank's ATR requirements. This enables us to offer our unique Owner Occupied - No Ratio (no income stated & no DTI calculated) and Lite Doc (borrower prepared P&L) loans to credit-worthy borrowers. Quontic also offers a Fast Track underwriting process.

Get started growing your business with Quontic Wholesale.

quonticwholesale.com  
(888) 738-9016  
sschnall@quonticbank.com

**LICENSED IN:** All 50 U.S. States

Find the full list of  
Non-QM Lenders on page 62

## PRIVATE LENDER RESOURCE GUIDE



### Alpha Tech Lending West Hempstead, NY

DSCR Rental NO DOC Loans

Alpha Tech Lending is a trusted direct lender, with over a combined 30 years of experience in the private lending sector. We offer a variety of loan programs for non-owner-occupied residences that are customizable to suit your real estate investment needs. From fix and flips, long term rental, new construction, commercial bridge, and more. We lend to both new and experienced real estate professionals throughout the country. We value long term relationships built on trust. Our brokers are protected.

alphatechlending.com  
(888) 276-6565  
info@alphatechlending.com

**LICENSED IN:** CT, DC, DE, FL, GA, IL, MD, MA, NH, NJ, NY, NC, OH, PA, RI, SC, TN, TX, VA

Find the full list of Private Lenders on page 64



### Stratton Equities Pine Brook, NJ

Stratton Equities is the leading Nationwide Direct Hard Money & NON-QM Lender that specializes in fast and flexible lending processes. Our Hard Money and Direct Private Money loan programs support the following investment projects:

- Fix and Flip
- Soft Money Loans
- Cash Out — Refinance
- Fixed Commercial Loans
- Commercial Bridge Loans
- Bridge Loans
- Stated Income/No-Income Verification Loans
- Rental Loans
- Foreclosure Bailout Loan
- NO-DOC
- Blanket Loans
- Fixed Rental Programs
- Multi-Family Loan

No Upfront fees! No Junk Fees!  
No Tax Returns!

strattonequities.com  
(800) 962-6613  
info@strattonequities.com

**LICENSED IN:** All States except for: AK, ND, NV, SD, UT

### SPECIAL ADVERTISING SECTION: WHOLESALE LENDER DIRECTORY

COMPANY	SPECIALTY/NICHE	STATES LICENSED	WEBSITE
ACC Mortgage	Non-QM	AZ, AR, CA, CO, CT, DE, DC, FL, GA, ID, IL, IN, KS, MD, MI, NV, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, WA	ACCMortgage.com
Acra Lending	Non-QM / Jumbo	AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, LA, ME, MD, MI, MN, MT, NE, NV, NH, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI, WY	acralending.com
Angel Oak Mortgage Solutions	Non-QM, Non-Agency	AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WV, WI, WY, DC	angeloakms.com
Change Wholesale	Helping mortgage brokers close more loans, faster	AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY	ChangeWholesale.com
First National Bank of America	Non-QM	All 50 U.S. States	fnba.com/mortgage-brokers

### SPECIAL ADVERTISING SECTION: ORIGINATOR TECH DIRECTORY

COMPANY	AREA OF FOCUS	WEBSITE
Calyx	Loan Origination Software Solutions	calyxsoftware.com
Capacity	AI-powered mortgage support automation platform that connects your entire tech-stack.	capacity.com
FileInVite: Document Collection on Autopilot	Automated document collection and client portal for workflow productivity.	fileinvite.com
Lender Price	Most Advanced Mortgage Pricing & Underwriting Engine On The Market	lenderprice.com
MonitorBase	Customer Intelligence	monitorbase.com

# BE SEEN.

## TOP OF MIND RECOGNITION

Be where they are when they're looking for you. Take out your Directory Listing in NMP Magazine™ today to be listed among the companies making their services available to our readers.

Visit [nationalmortgageprofessional.com/purchase-a-listing](http://nationalmortgageprofessional.com/purchase-a-listing) today to get started reaching your audience.



**nmp**  
MAGAZINE™



# Ready Life Changing The Homebuying Narrative

CEO says that the credit score system is an out-of-date barrier to people of color

BY SARAH WOLAK, STAFF WRITER, NATIONAL MORTGAGE PROFESSIONAL

For decades, home ownership has been predominantly white. Black-owned fintech company, Ready Life, is aiming to change the barriers that prevent people of color from owning a home.

To achieve this goal, Ready Life is launching a mortgage lending model that relies on good rental payment history — instead of a credit score — to qualify buyers for home purchases.

Buyers will have to use Ready Life's banking system via a Visa card, which acts as debit, for a minimum of six months to prove their good rental habits and to have a chance at getting approved for a mortgage. While this is still another form of credit review, Ready Life says that they do not assign scores to customers.

Ashley D. Bell, CEO of Ready Life, said that he was

inspired to create a mortgage lending platform for people who have had trouble in the past with owning a home. Over 50% of Black people, he said, go to

sleep at night in a home that they do not own. With more minorities entering the market, Bell says that this statistic is staggering. According to the National Association of Realtors, in 2021, the homeownership rate for Black Americans (43.4%) is lower than in 2010 (44.2%) and nearly 30 percentage points less than White Americans (72.1%).

"The credit score system is outdated. A three-digit number shouldn't determine the standards for homeownership and it shouldn't put a title on anyone, especially since circumstances are individual not aggregate."

Bell says that while Ready Life accommodates minority homebuyers facing barriers, they also cater to gig economy workers who don't have traditional W2 work forms to prove their incomes. "The





Bell says that Ready Life will act as the underwriter and partner with other banks who will then buy the mortgage. While Ready Life will assist buyers with down payment and closing cost assistance, mortgages will be held by banks and private equity groups on the secondary markets. So far, Ready Life is

traditional credit score system puts entrepreneurs at risk, too,” Bell said.

Bell says that Ready Life’s platform will track on-time rental payments as a form of credit review. Bell said that a Ready Life account holder who pays their rent on time and provides lease details to Ready Life that are confirmed with the lessor establishes a form of reliable credit. Bell reminded that sometimes, more often than not, rent payments are

approving home loans,” said Lola Kress, Ready Life’s media representative.

“Banks and secondary market lenders are looking for mortgages that align with ESG directives, whether it’s through CRA programs at banks or ESG

partnered with banks associated with JAM Special Opportunity Ventures, an affiliate of Fintop Capital. Other partnerships include Figure, a financial service that uses blockchain.

“Figure is an enthusiastic investor and technical partner in ReadyLife. We share Ashley Bell’s vision of delivering fair and equitable banking solutions to customers traditionally ignored by the big banks,” said Mike Cagney, executive chairperson at Figure.



“With features that range from a better online banking experience to mortgages that rely on rental history rather than credit scores to merchants that can avoid interchange and keep money in their communities,



Mike Cagney,  
executive chairperson  
at Figure

**“A three-digit number shouldn’t determine the standards for homeownership.”**

– Ashley D. Bell, CEO of Ready Life

equal to or higher than most mortgage payments. “The goal is to improve minority ownership culture as they start to become the majority,” said Bell.

### LICENSED IN 50 STATES

Ready Life’s platform was set to launch in September, with the initial goal for the campaign to pre-approve 100,000 mortgages. The company says that mortgage rates will stay competitive. “We are empowering our customers by using their own data to show lenders consistent payment and cash flow history as the basis for

commitments in private equity.”

So far, Ready Life is licensed in 48 states, but Bell says that they will reach all 50 by the launch date. The Ready Life Visa is aimed to also track and be useful for everyday expenditures. “If people make their payments on time, then they’re likely to pay a mortgage on time,” Bell said. Bell says that users must have the app for a minimum for six months before they approve for a mortgage. However, approval length varies by household. Mortgage amounts are capped at customers’ previous rental payments.

Ready Life has the opportunity to significantly improve the lives of consumers. The Ready Life team is leveraging Figure core banking and mortgage technology, along with its payments infrastructure, to build a truly disruptive startup.”

Bell says that despite its unconventional method of getting a mortgage, Ready Life considers mortgages achieved through their platform to be low risk, considering that on-time large rental payments directly correlate with mortgage payments. ■





**ACC Mortgage**  
Rockville, MD

ACC Mortgage is the oldest Non-QM lender that has never stopped lending in 22 years. We specialize in Bank Statement, ITIN, P&L, Foreign National and DSCR lending. Price, Product and Process are what make for Non-QM success.

ACCMortgage.com

**LICENSED IN:** AZ, AR, CA, CO, CT, DE, DC, FL, GA, ID, IL, IN, KS, MD, MI, NV, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, WA



**Acra Lending**  
Lake Forest, CA

Acra Lending is the leader in Non-QM Wholesale and Correspondent lending programs. Offering a range of programs and services geared toward helping mortgage professionals and borrowers achieve their purchase and investment goals. We are committed to providing simplicity, consistency and an optimal customer experience.

acralending.com

**LICENSED IN:** AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, LA, ME, MD, MI, MN, MT, NE, NV, NH, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI, WY



**Angel Oak**  
MORTGAGE SOLUTIONS

**Angel Oak Mortgage Solutions**  
Atlanta, GA

Angel Oak Mortgage Solutions is the leader in the non-QM mortgage space. We offer alternative specialized mortgage solutions for brokers throughout the country helping borrowers who don't fit conventional guidelines. We are pioneering a fresh approach to today's mortgage lending challenges helping partners to grow their business.

angel oakms.com  
(855) 631-9943  
info@angel oakms.com

**LICENSED IN:** AL, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WV, WI, WY, DC and the District of Columbia



**Change Wholesale**  
Irvine CA

Change Wholesale gives mortgage brokers an unfair advantage to close more loans, faster. Our CDFI certification from the U.S. Department of the Treasury allows us to offer proprietary programs that are tailored to meet the needs of commonly overlooked prime borrowers. Our flagship Community Mortgage requires no income, employment, or DTI documentation. Prime borrowers looking for their dream home or vacation getaway can get approved with just the first page of the bank statement.

ChangeWholesale.com  
(949) 255-6085  
info@changewholesale.com

**LICENSED IN:** AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY



**First National Bank of America**  
East Lansing, MI

Bio: FNBA is a portfolio lender with over 65 years of experience. We understand that in the Non-QM business, service makes all the difference. That's why we are committed to providing you with the fastest turn times, exceptional service and loan programs that make growing your business easy!

fnba.com/mortgage-brokers

**LICENSED IN:** All 50 U.S. States

Find the full list of Wholesale Lenders on page 64

Ready for your business to take off?

*Climb Aboard*



**JETMORTGAGE**

People | Products | Performance

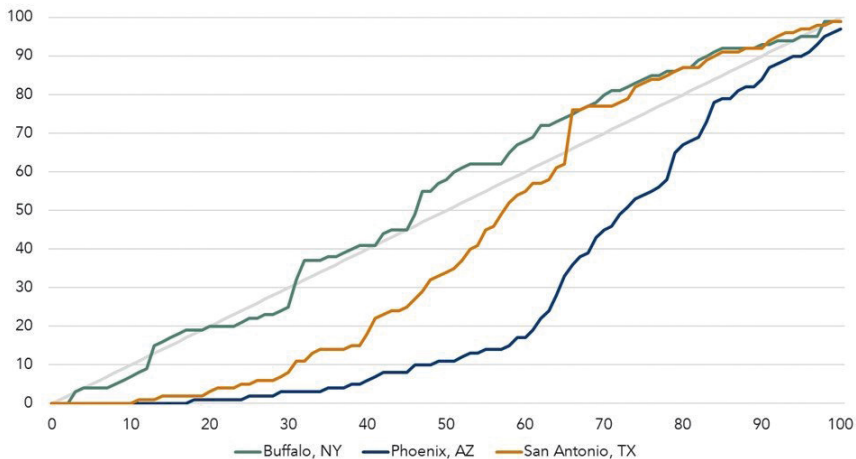
[jetmortgage.com](http://jetmortgage.com)

©2022 Jet Mortgage, a DBA of Home Mortgage Alliance Corporation (HMAC) | 4 Hutton Centre Drive | Suite 520 | Santa Ana, CA 92707 | 888-238-0789 | [info@jetmortgage.com](mailto:info@jetmortgage.com) | HMAC is an Equal Housing Lender | NMLS License # 1165808  
[www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org) | California DFPI Residential Mortgage Lending Act Lic. #41DBO-134495  
California DFPI Financing Law Lic. #603L284 | This is a business advertisement and not intended for consumers. 12.01.22



### How Much Can a Renter Afford to Buy?

Share of Affordable Homes (% Vertical) and House-Buying Power Percentile (% Horizontal)



Source: First American Data & Analytics, Freddie Mac, Census, IPUMS CPS, Jun. 2022

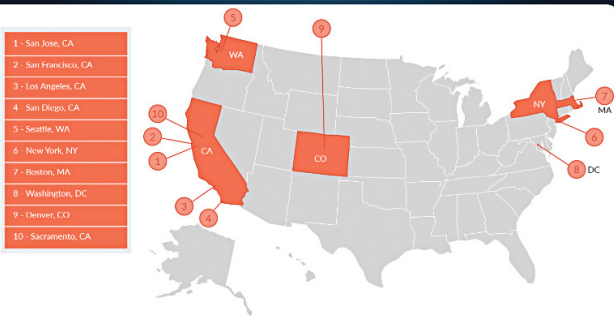
### JUST A DREAM [HOME]

GENERATIONS WHO BELIEVE THEY WON'T GET THEIR DREAM HOMES



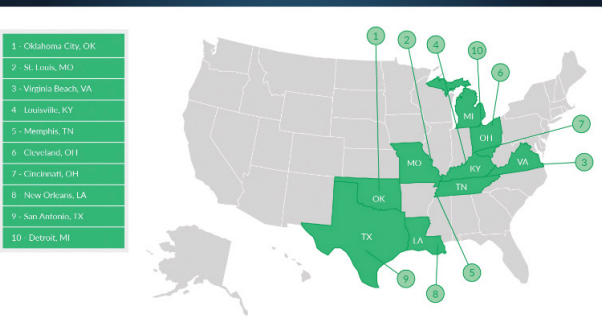
IPX 1031 Blog

### Metros with the highest average down payments



lendingtree

### Metros with the lowest average down payments

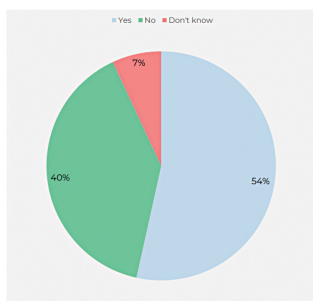


lendingtree

### Compensation for Appraisals - Appraisers

More than half (54 percent) of appraisers feel fairly compensated for each appraisal, 40 percent do not feel compensated fairly.

DO YOU FEEL YOU ARE FAIRLY COMPENSATED FOR EACH APPRAISAL?



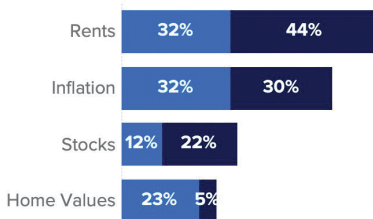
N=620  
NAR 2022 Appraisal Survey

Produced by NAR's Research Group

### Rents expected to top growth ranks

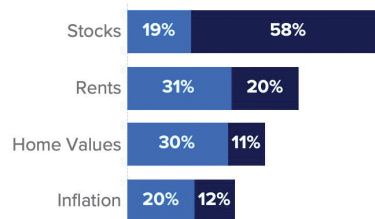
Panel expectations for the relative growth of rents, inflation, stocks and home values over the coming year

Expected 12-month relative performance

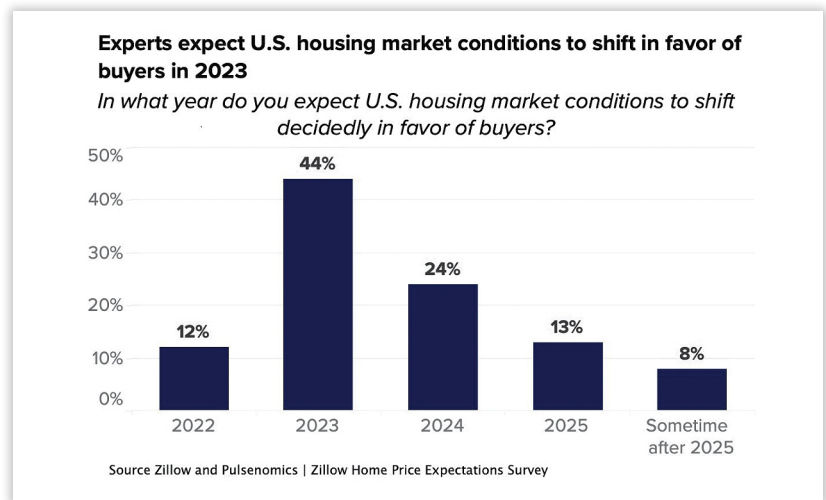
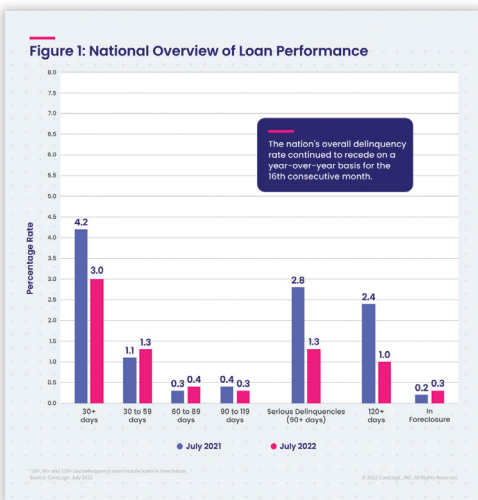
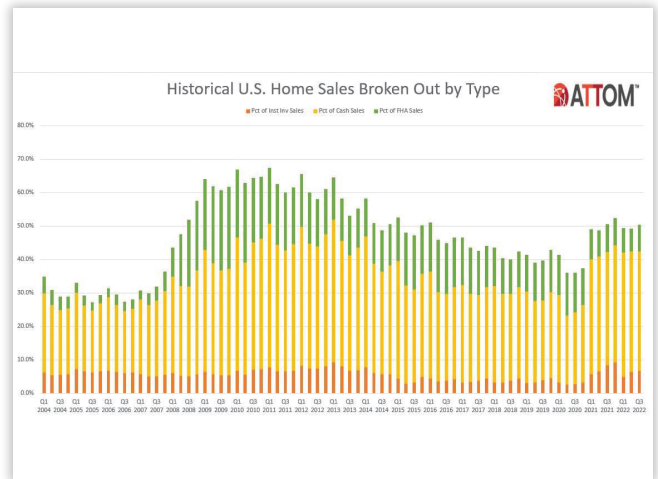
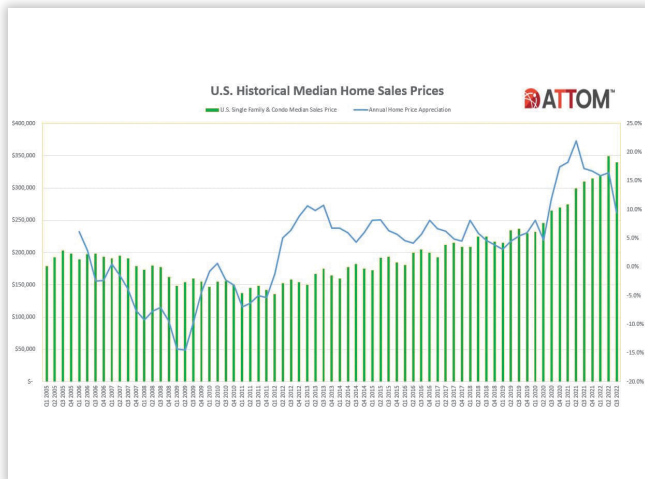
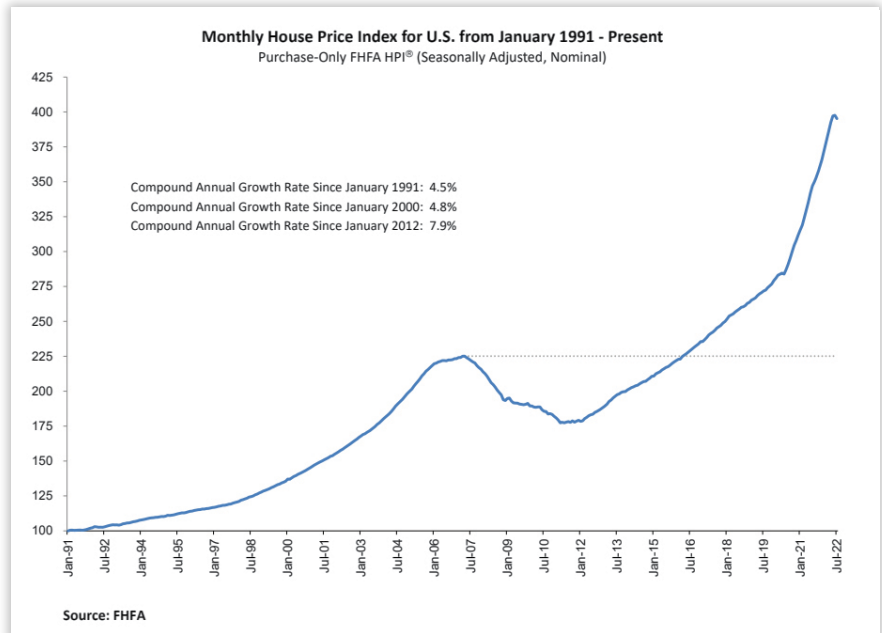
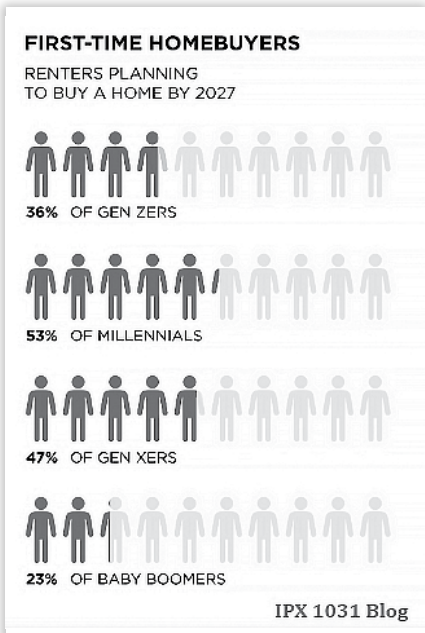


Rank 2nd 1st

Expected 3-year relative performance



Source Zillow and Pulsenomics | Zillow Home Price Expectations Survey





# NATIONAL MORTGAGE PROFESSIONAL TOP 40 UNDER 40



RENEE L. HINOJOSA

Sr. Loan Officer

(361) 728-4892

NMLS # 1238625

[renee.hinojosa@primeres.com](mailto:renee.hinojosa@primeres.com)

[www.primeres.com/rhinojosa](http://www.primeres.com/rhinojosa)

Languages Spoken: English and Spanish

40

Primary Residential Mortgage Inc. is proud to announce that Senior Loan Officer, Renee Hinojosa has been recognized as the Top 40 Under 40 by NMP. Renee's commitment to help each client achieve the American Dream of Home Ownership exemplifies her commitment to servant hearted leadership both within her team, referral partners, and with her clients.

With the autonomy to build her business her way, Renee is blazing paths forward for exceptional, smart, and driven women in the mortgage industry. The Lending with Passion Division of PRMI is proud and honored to support Renee as she continues to become a rising star in the mortgage industry.

PRIMARY  
RESIDENTIAL  
MORTGAGE, INC.

 /LENDINGWITHPASSION

 @PRMI\_LWP



**PRMI** | Primary Residential  
Mortgage, Inc.

**Lending With Passion**



PRMI NMLS 3094. Branch NMLS 6462. PRMI is an Equal Housing Lender. Some products and services may not be available in all states. Credit and collateral are subject to approval. Terms and conditions apply. This is not a commitment to lend. This office is licensed and examined by the Office of Consumer Credit Commissioner of the State of Texas. 4502 S Staples St Corpus Christi, Texas 78411. Office: (361) 245-5103



nmp

40  
40<sup>TM</sup>

2022

## Recognizing The 40 Under 40 Making Their Mark

NATIONAL MORTGAGE  
PROFESSIONAL SALUTES  
THE MORTGAGE INDUSTRY'S  
RISING STARS

**I**n every profession, the future is written by the next generation. They bring fresh perspectives and new energy. The young deliver a point of view unhindered by dogma nor constrained by convention.

We all know young leaders inspiring others through their professionalism and accomplishments. NMP asked for your nominations and you came through with a diverse and talented selection of 40 people truly making their mark.

Honorees were selected based on their industry contributions and impact. Some are already top executives while others should quickly see their careers headed there.

Congratulations to our NMP's 40 under 40 winners for 2022. We know you will be impressed with these young professionals as we were. /

40 Under 40 honoree  
Giuseppe Lucido,  
SVP, Operations,  
United Wholesale  
Mortgage

CONTINUED ON PAGE 40



**MARGIE AMBROSIO, 38**

*SVP, Information Systems*

**GEORGE MASON  
MORTGAGE**



**What advice would you give to those just getting started in the mortgage industry?**

Never allow yourself to become stagnant. In this industry, there is always something new to learn or upgrade or modernize. Seize those opportunities when you can. I would also strongly suggest that someone new to mortgage find a mentor sooner rather than later. The right mentor can make a huge difference by cutting your learning curve, helping you navigate challenging situations and guiding you in ways you might not even know you need.

**Mortgage is a roller coaster. Keep your sense of humor and wear your seatbelt.**

What has been your biggest accomplishment as a mortgage professional?

Fintech has historically been male-dominated. Early in my career, I looked to the first few women who had earned a seat at the mortgage table and saw the possibility of someday being there myself. Their presence allowed me to visualize my own opportunities. Today, some of those women have grown to be highly respected members of our industry, driving change and innovation in a variety of areas. I grew in my career, and more women began to find their place in our industry as well. I've been proud to add my voice to the collective voice and encourage other women to grow into their own strong leadership roles. My success is sweeter when I am able to use it to help elevate others. /

**FRED ASSINI, 31**

*President*

**HARTFORD  
FUNDING, LTD.**



**From Fred's nomination**

**Industry Contributions:**

- Over the past six years, has led company growth of 6x the size in originations and employees.
- Leading our New Generation of Mortgage Bankers with innovative technology implementations
- Active member of The Mortgage Collaborative and MBA Events
- Added 15+ Investors since becoming President
- Maintain Freddie Mac, Ginnie Mae and Fannie Mae Agency Approvals

**Short Bio:**

Fred has been the president of Hartford Funding since 2015 with the vision of being a company that embraces technology to improve client satisfaction and streamline the lending process, enabling his team to spend more time forming relationships. With this goal in mind, Fred has continuously implemented many new technology pieces built around the needs of each department and the optimal borrower loan experience.

**Area of Expertise**

Originations (Volume or unique approach)

**Technology**

Industry Participation /

**IMRAN BAGWAN, 39**

*President and CEO*

**UNITED 1 MORTGAGE**



**What advice would you give to those just getting started in the mortgage industry?**

Being a mortgage professional is not just a job; it's a profession. Give yourself time to learn and work with the experienced before going off on your own. Connect with Realtors, title agents, attorneys, and so on. Build relationships with them early so that you can help each other grow.

**What's changed for you the most since you joined the mortgage industry?**

Joining the mortgage industry changed my perception of thinking it was very difficult to become a homeowner. Once I understood how simple it could be and the options available, it made me passionate about helping others as a guide to clients and as a mentor to budding mortgage professionals.

**What significant changes would you like to see from the mortgage industry in 2023?**

The mortgage process can be made even simpler for home buyers. I hope to see as well as contribute ways in which we can make it an easier and smoother process as the industry grows.

**What has been your biggest accomplishment as a mortgage professional?**

My biggest accomplishment is having created my company and being in a position to help so many families and individuals achieve the huge milestone of owning a home, as well as providing a space where budding mortgage professionals can come to learn and earn experience that will help build their careers. /

**MEG BENNETT, 33**

*VP of Partnerships*

**INSELLERATE**



**What makes the mortgage industry exciting and fun?**

Hands down the people — we have an amazing network of talented leaders and everyday is an opportunity to learn something new!

**What advice would you give to those just getting started in the mortgage industry?**

For those of you just getting started, remember you're the future. Take time to truly learn the industry, get involved at your local MBA chapter/ NAMBA, find mentors, ask questions, and dive deep. The MBA also has a ton of educational courses/ classes/ committees.

Most importantly, have fun and be an advocate for the future generation.

**What's changed for you the most since you joined the mortgage industry?**

Tech BOOM ... Automation! Increased awareness of important tools like: D1C, CU, DU, VOI/E/A, API's which will continue to create greater experiences for all parties involved and most importantly our home buyers.

**What significant changes would you like to see from the mortgage industry in 2023?**

Higher adoption with modern technology to close more loans seamlessly and decrease the cost to originate loans. Which will hopefully help create affordable housing for first time home buyers. /



**GARETH BORCHERDS, 37**

*EVP and Founder*

**ASCENT  
SOFTWARE  
GROUP LLC**



**What advice would you give to those just getting started in the mortgage industry?**

When you are just getting started, don't be afraid of the chaos that appears at times. Especially now with the market where it is, there are always opportunities in front of you. You should spend the time to learn the real problems that need to be solved and find the best solutions.

**What's changed for you the most since you joined the mortgage industry?**

Since I joined, the biggest change revolves around technology and how it is becoming the focus of the industry. Technology's presence has significantly increased over the years and we are continuously improving how we talk about the digital borrower experience.

**What significant changes would you like to see from the mortgage industry in 2023?**

As far as change from the mortgage industry goes, we need to turn the digital borrower experience into a cost saver for the borrower. I would love to see us take the leap and to really invest in true end-to-end technology that creates great experiences and reduces the cost.

**What has been your biggest accomplishment as a mortgage professional?**

My biggest accomplishment has been bringing about a technology platform that connects lenders back to their vendors in a positive way. Often, vendors are left to deal with the painful delivery process. Launching a platform that benefits both sides is very rewarding. /

**JAMES BRAXTON, 36**

*Vice President of Customer Care and Collections*

**THE MONEY SOURCE**



**What makes the mortgage industry exciting and fun?**

The landscape in the mortgage industry is always changing and evolving. It's a balancing act to stay in compliance with regulations while also maintaining a high level of innovation and continuing to deliver a best-in-class customer experience. While challenging, there is a level beauty in the process of trying to thread the needle with all of these. It takes my best skills and the cooperation and collaboration with the people around me in a team effort to be successful.

**What's changed for you the most since you joined the mortgage industry?**

Playing sports my whole life, I used always to attack things from a competitive mindset. As I have evolved in this industry, I have developed a lot mentally in what my motivation is daily. Instead of looking for ways I can compete with someone, I look for ways where I can cooperate with someone so that together we can make an impact on someone else. Every day I ask myself "Who can I help be just a little bit better"? Now, I've accepted the fact I am naturally competitive and that will never go away, but today I use that energy differently. I want my energy to help create an atmosphere that pushes everyone around me to be the best versions of themselves and ultimately translate into the best experience for our customers. /

**TYLER BROWN, 35***Alliance Manager***EQUIFAX WORKFORCE SOLUTIONS****What advice would you give to those just getting started in the mortgage industry?**

The mortgage industry is nuanced, and there is a lot to learn for those just starting out. Never be afraid to ask questions, and seek understanding with a curious mind. I believe that the best way to learn is to jump in at the ground level and immerse yourself in your role. As you learn and grow, keep your customers and the consumers in mind. There are ways that we in the mortgage industry can directly impact the mortgage process for both lenders and consumers. If we all work toward the goal of improving the loan process, then we can make a large impact in the quality of the lending system for all.

**What has been your biggest accomplishment as a mortgage professional?**

I am proud that I have been able to help Equifax meet its cloud transformation imperatives. I am also proud of helping evolve how mortgage customers utilize The Work Number in the originations space by leveraging application programming interfaces and technology platforms to automate and streamline the delivery of income and employment verifications. I work with a fantastic team that delivers value-based solutions to mortgage lenders across the country, fueling the opportunity for consumers to live their financial best. As a team, we are helping to broaden opportunities for home ownership by showing lenders the value of income and employment verifications even in a volatile market. /

**KELLY CONNELLY, 32***FVP — Director of Mortgage Lending***NORTH BROOKFIELD SAVINGS BANK****What's changed for you the most since you joined the mortgage industry?**

Right before Dodd-Frank passed, I started in banking in collections so my lens on lending was always risk focused. Lenders were terrified to write bad loans after the impact of the Great Recession and homeowners were harmed by the actions of predatory lenders. Now on the origination and operational side, I am seeing how lenders are committed to providing an educational and thoughtful experience to borrowers. Compliance and business development are not mutually exclusive. By having lending practices that keep the borrower's best interest as the top priority, this allows lenders to provide an informed financing experience which reduces risk. Effective lenders now recognize that knowledge is power for homebuyers. If we can play a role in that knowledge building through active participation in financial literacy and counseling for the communities we serve, there are more wins to be had than losses.

**What significant changes would you like to see from the mortgage industry in 2023?**

Regulatory support of e-closings and e-notary services is critical. Some states are not progressing with the way many lenders are doing business, nor are they meeting the needs of what their constituents want. Regulations [that] require lenders to still have in-person closing with large paper files ... can make it challenging for financial institutions to have a very efficient process and meet the digitized desires of their customers. /



**STEVEN COOLEY, 40**

*Founder*

ART VS. MATH LLC



**What significant changes would you like to see from the mortgage industry in 2023?**

I would like to see mortgage lenders get more competitive. I want technology to not bend to legacy technology and be the innovator that they are. I want more services and technology to use resources to target smaller to medium size mortgage lenders, so they can have an opportunity to innovate.

**What has been your biggest accomplishment as a mortgage professional?**

[www.mortgageadvisorstools.com](http://www.mortgageadvisorstools.com). There is a massive disconnect between technology and most mortgage lenders. When I worked at Finance of America, we had solicitation Friday and would let any tech vendor pitch us. We entertained pitches from VC-backed companies (some most know today), to a couple of guys building something in their basement. We thought about building a platform where all mortgage technology could be listed, ranked, reviewed, and easily discovered. Mortgage Advisor Tools is that platform. Mortgage banks have called and thanked me, telling me they built their entire tech stack by leveraging the information. The industry's support has been amazing. I believe in the years to come every lender will use Mortgage Advisor Tools when considering a technology purchase. I am grateful for the opportunity to be in this industry and help people. Mortgage Advisor Tools allows me to help both tech and lenders find new customers and resources to grow their businesses. It's been an amazing journey and I'm grateful for every opportunity. /

**JOHN FAHEEM, 33**

*National Executive*

GRANITE RISK  
MANAGEMENT  
& ALTISOURCE



**From John's Nomination:**

John Faheem is an executive leader, educator, and expert in financial solutions, construction lending solutions, risk mitigation, compliance, operational management, mortgage lending, asset growth, and several other multifaceted areas in the Real Estate and Mortgage industry. Mr. Faheem currently serves as the national executive for Granite Risk Management, an Altisource Business unit where he has entrenched the rigorous continual increase of efficiency and growth, concurrently retaining unwavering adherence to the company's core values, mission, and objectives. Mr. Faheem is immersed in the trends changing the industry—a hallmark feature of his diametrically shaped track record. As a California native and education enthusiast, Mr. Faheem currently holds multiple degrees and certifications; JD, MBA, BSc, edX. He is an active educator and has leveraged his achievements in multiple industries acting as an expert speaker and panelist in several different disciplines.

**Significant Industry Contributions:**

Mr. Faheem has been an integral part in product development and creation in the Construction and Renovation lending space, streamlining activities and processes for hundreds of lenders. His deep understanding of these products has allowed him to re-engineer policies and procedures for new acquisitions and ground-up construction across the nation. This has eliminated the friction between capital providers, lenders, and investors, when developing streamlined funding programs in the construction and renovation space. /

**MARIE GONZALEZ, 36***Strategic Account Executive***SIMPLENEXUS****What advice would you give to those just getting started in the mortgage industry?**

Find a mentor and stay hungry for new ideas, constructive feedback, and opportunities to step outside your comfort zone. Don't hesitate to ask for guidance.

**What's changed for you the most since you joined the mortgage industry?**

Confidence in the health of our housing economy is nearing its lowest point since 2008. While I understand the cyclical nature of housing markets, I have been seeking advice and reassurance from others in the industry who have overcome challenges like these before. They tell me precisely what I understood to be true: this will pass. By remaining focused on what can be controlled, I know myself and the lenders I support will emerge from this market slump even stronger than we were before.

**What significant changes would you like to see from the mortgage industry in 2023?**

As a minority, I want the industry to focus on helping the Hispanic community build generational wealth through homeownership. In particular, I'd love to see the industry embrace solutions that support a home buying experience in Spanish to make homeownership more accessible to the Spanish-speaking communities. Purchasing a home is the largest financial transaction that most consumers will ever make. Regardless of their native tongue, every person deserves to feel comfortable and in control of their homebuying experience. /

**JUSTIN GRANT, 39***Sr. Director, Head of Investor Services***MCT TRADING****What significant changes would you like to see from the mortgage industry in 2023?**

At MCT ever since we created the industry's first open loan exchange with BAM Marketplace it's been our mission to be able to price every loan to every investor. We've made some great strides over the last few years to bring the industry closer to this and I'm confident we'll be even closer in 2023 with the recent investments and advancements we've made. We truly believe transparency is a good thing for markets and that is the standard that will continue to drive our innovations.

**What has been your biggest accomplishment as a mortgage professional?**

Having started in the industry in 2006 we've seen a fair amount of financial shocks to the system which made for some extremely volatile times. Between the financial crisis of 2008 and the Fed's ensuing QE programs, the Taper Tantrum of 2013, COVID, and now the Fed's QT mission, lenders have had to endure through some very tough periods. Having been entrusted by many lenders to guide them through these historical events and making it out on the other side has been deeply rewarding. Being able to quickly bring BAM Marketplace to market when COVID first hit meant providing critical liquidity that in many cases was the difference between certain lenders staying in business or not. I'm extremely proud of how we've been able to respond in those challenging markets. /



**LAWSON  
HARDWICK, 34**

*VP, Onboarding & Expansion*

**CHURCHILL  
MORTGAGE**



**What makes the mortgage industry exciting and fun?**

It's an ever-evolving industry that can completely shift course overnight. This has never been more evident than in 2022. Helping to build a company that is solid and able to withstand the ups and downs is an interesting challenge.

**What advice would you give to those just getting started in the mortgage industry?**

Be hungry and humble. Recognize that the moment you walk in the door everyone from the receptionist to the CEO knows more than you do. Early on it is wise to use your ears more than your tongue!

**What significant changes would you like to see from the mortgage industry in 2023?**

I would like to continue to see technology add more and more value to the process. While the industry has seen some interesting tools come into play over the past several years it still lags far behind others. That is frankly unacceptable and is a key issue that the leadership team here at Churchill is working to solve for our employees and customers.

**What has been your biggest accomplishment as a mortgage professional?**

Serving my team well. I would be lying if I said any success that I have seen had nearly as much to do with me as it did with the team I have the honor of working alongside every day. They are truly an amazing group. /

**DANNY HELMS, 30**

*President*

**BNT OF TEXAS, INC.**



**What makes the mortgage industry exciting and fun?**

The most rewarding part is building close relationships with other local people in the housing industry. It all comes down to who you know. When you put time and effort into cultivating relationships, people will refer you and support your company, and enjoy seeing you win. This is often a cutthroat industry, but these kinds of connections make it special.

I also get excited by unexpected wins. You can pursue an opportunity for months before it comes to fruition, and then other times you meet someone once, really connect on a personal level, and start bringing in business right away.

**What advice would you give to those just getting started in the mortgage industry?**

Look in your inner circle and your own backyard first. You'll be surprised at how many people from your childhood, your high school or your neighborhood are in a position to send referrals your way. You will be surprised how many referrals and how much positive support you'll receive from your current contacts. Following this strategy can get your business rolling right away.

**What has been your biggest accomplishment as a mortgage professional?**

Being named President of BNT of Texas is definitely my biggest achievement. Earning the position, and having the opportunity to stretch and grow, have been very rewarding. I have a whole new level of confidence to push my own limits and am excited about the future. /

**CALEB HIESTER, 28**

*Branch Manager*

**DIRECT MORTGAGE  
LOANS**



**What makes the mortgage industry exciting and fun?**

There are four specifics about the mortgage industry worthy of noting:

- First you reap what you sow. The more you put into this career, the more you benefit.
- Results from working harder or implementing new strategies can be evident in a short 60-90 days.
- The opportunity to partner with Realtors. These relationships helped shape my perspective and has changed my personal and career goals.
- Perhaps most important is the ability to impact the lives of clients who in some cases were turned down elsewhere, or feared the process.

**What's changed for you the most since you joined the mortgage industry?**

I learned to become a resource in the industry, not just a contributor. The more information and experience I absorb, the more I can squeeze out information that is useful to both realtors, clients, and other loan officers.

**What has been your biggest accomplishment as a mortgage professional?**

I moved a thousand miles to a new state with no clients and no knowledge of the industry at 22, and in a few short years have become a producing loan officer and branch manager. I now have the privilege to tutor several new loan officers who I recruited. I am thrilled to see them grow their base and assist them in avoiding some of the pitfalls I had to learn first-hand. /

**RENEE L. HINOJOSA, 39**

*Sr. Loan Officer*

**PRIMARY RESIDENTIAL  
MORTGAGE**



**What advice would you give to those just getting started in the mortgage industry?**

Don't give up! Also, don't "fake it til you make it." I have found success in learning my market and marketing in a true, personal way. Instead of pretending to know things I don't and over promising, I remain who I am and deliver when I say I will. Most people are intimidated by the process, so I try to be as approachable and personable as I can be so buyers can feel comfortable.

**What's changed for you the most since you joined the mortgage industry?**

I have seen the biggest changes in the technology that is available to us as originators. Everything from application to processing and closing is much more streamlined than it used to be.

**What significant changes would you like to see from the mortgage industry in 2023?**

I would like to see the appraiser industry open up and remove the barriers associated with entering the field. We would be able to have faster turn times and hopefully in turn a little more regulation for appraisers.

**What has been your biggest accomplishment as a mortgage professional?**

I consider the creation of my team of 4 forward thinking, successful, independent women my biggest success and contribution to the mortgage industry. Our team works extremely hard; we lead each file with honesty and a passion to deliver outstanding service to every client. /



## Congratulations

North Brookfield Savings Bank's  
FVP/Director of Mortgage Lending,  
Kelly Connelly for being named to

### National Mortgage Professionals 40 under 40 list

*"We are so proud to have Kelly on the NBSB team. She has brought so much to the Bank in terms of efficiency and value in her short time here. Her future in banking and at NBSB is very bright and it is not surprising that she has received this prestigious honor. We look forward to watching her grow with us and her continual positive impact to the Bank."* - Marco Bernasconi, North Brookfield Savings Bank President & CEO



NMLS# 641656

[www.NorthBrookfieldSavingsBank.com](http://www.NorthBrookfieldSavingsBank.com) 508-637-0712

# REDEEM COMMUNITIES

Picture your dream home. Now look down. There's a bright red line keeping you out. Join host Katie Jensen as we dive into redlining and the legacy of discrimination. You'll hear first-hand accounts from those who've had to fight back to achieve their dreams. And we'll challenge industry leaders on how to rewrite this legacy.

**mnn**  
mortgage news network  
MORTGAGENEWSNETWORK.COM



Listen by following the link or by subscribing wherever you get your podcasts.



**DOUG KENNEDY, 37**

*SVP, Client Success*

**CANDOR TECHNOLOGY**



**What's changed for you the most since you joined the mortgage industry?**

What's changed most has been the number of long lasting relationships I've developed over the years. Networking is great, but I'm referring to those folks that you've worked so hard with on a daily basis for so many years, they are like an extension of your family.

**What significant changes would you like to see from the mortgage industry in 2023?**

I would like to see our industry embrace technology more. Adapting and adopting new technology will help prevent the constant staffing up and down issues all lenders experience when the market changes. With technology, you can right size your staff and lean on technology to eliminate the constant staffing changes.

**What has been your biggest accomplishment as a mortgage professional?**

My biggest accomplishment has been the help I've been able to provide others. From the borrowers to my staff, seeing the good that this industry can bring is very rewarding. It's not an award or a monetary achievement that I am most proud of; it's the impact on other people's lives.

For borrowers, helping them accomplish their goal of homeownership is an absolute pleasure.

For staff, I was able to take folks that had little to no mortgage experience, and help them develop into highly successful mortgage professionals. Watching these young and hard-working individuals build long-lasting careers in this industry is something I am very proud of. /

**MATTHEW KHAN, 38**

*SVP, Capital Markets & Product Development*

**NEWFI LENDING**



**What makes the mortgage industry exciting and fun?**

The best part about working in the mortgage industry is that it never gets boring. You cannot get complacent. The fast-paced environment makes sure that you always have an opportunity to learn and grow.

**What advice would you give to those just getting started in the mortgage industry?**

Don't get discouraged. Every failure is a learning opportunity — don't let it stop you. Keep going and you will be better for it.

**What's changed for you the most since you joined the mortgage industry?**

Before I joined the industry, I had no prior knowledge of the complexities of this business. Over the years with the influence of several important mentors I have changed into a better, more well-rounded professional. I owe much of my success to the industry veterans who took me under their wing and challenged me.

**What significant changes would you like to see from the mortgage industry in 2023?**

What everyone is searching for is stability in the market. I'm hoping to see more innovation and creativity as we all navigate these changing conditions. /



**SHANE KIDWELL, 40**

*Founder, Coach*

**NEXT LEVEL  
LOAN OFFICERS**



**From Shane's nomination:**

Shane Kidwell is a top 1% originator who created a full-time mortgage business while also working as a full-time fireman at one of the busiest stations on the west coast. With a back injury slowing him down, he took an early retirement in 2016 and with the help of three friends in the mortgage industry, started Next Level Loan Officers.

He is a full-time producing loan officer, branch manager and runs several other successful complementary businesses.

**Significant Industry Contributions**

Top 1% Loan Officer 6+ years in a row  
Founder/Coach for Next Level.

Next Level Loan Officers is now one of the largest mortgage coaching companies in the industry and recently launched their new digital community exclusive to the mortgage industry which has over 500 paid members.

Shane also helped create and launch Certified Mortgage Advisors in partnership with MBS Highway and has been a speaker at many industry events.

**Why does this person deserve to be recognized as one of this year's 40 Under 40?**

Shane is an incredibly generous person. He gives everything he has to the mortgage community day in and day out. His transparent, direct, honest approach to coaching and leading has helped thousands of originators all across the U.S.

He is passionate about our industry, seeing it through any crisis or downturn and loves helping others. /

**GIUSEPPE LUCIDO, 32**

*SVP, Operations*

**UNITED WHOLESALE  
MORTGAGE**



**What makes the mortgage industry exciting and fun?**

What makes the mortgage industry exciting for me is that it is constantly changing! There is so much room for improvement to the way mortgages are originated, and because of UWM I get to be at the forefront of innovation in the space.

**What advice would you give to those just getting started in the mortgage industry?**

The industry can be cyclical, but success in it doesn't need to be. Individuals and companies who dedicate themselves to constantly learning in the pursuit of delivering a better product or service can grow and have success in any market cycle.

**What's changed for you the most since you joined the mortgage industry?**

I would like to see the industry put a bigger emphasis on making the mortgage process better for the consumer. There are still some major components of the consumer experience that are time consuming, confusing and often expensive, and I'd like to see some more disruption to some of those "norms".

**What has been your biggest accomplishment as a mortgage professional?**

Finding a good balance between work and being present with my wife and kids has definitely been the biggest accomplishment of my career. It's easy to get lost in work, but finding a healthy balance has been important for me to perform my best in a sustainable way. /

**DANNY MEIER, 37***Area Manager***ACADEMY  
MORTGAGE  
CORPORATION****From his nomination:**

You won't find a next-generation originator as powerful, influential, yet humble like Academy Mortgage Area Manager Danny Meier. In his few years with Academy, Danny has challenged his team to find innovative ways to work more efficiently, while constantly looking to shave time off the process — matching speed with superior customer service. His philosophies shine through his remarkable success, hitting just under \$800 million in total volume in 2021. Danny is incredibly hardworking, yet kind and generous — he is truly one to emulate.

**Significant Industry Contributions:**

In a few short years, Danny Meier has become a standout. With his natural leadership skills and razor-sharp understanding of the business, Danny often finds himself as a mentor, not only to his fellow team members, but to originators across the country. He is always willing to spread his knowledge to help others succeed by sharing the tools he uses to build excitement and gain the interest of his partners.

Danny possesses an ability to see the big picture, think outside the box and encourages others to do the same. He is constantly looking for different ways to drive his business and has the ability to pivot to what works. He doesn't fear rejection and understands that following up and being consistent with his customers and partners are the key to success. He helps others to believe that anything is possible and is willing to put in the work to show that to others. /

**GREGORY MEOLA, 38***Managing Director***ACRA LENDING****What advice would you give to those just getting started in the mortgage industry?**

The best advice I could give is to be patient and learn. Each role or market will present a new challenge and that creates an opportunity to develop yourself. At the same time, you have to be patient, this is an easy business to jump in during the high times and jump out during the low times. I had my first taste of the mortgage industry as an intern in the early 2000's during the refi boom. I had my first job in the mortgage industry in the crash of '08. More elements of my career were established in challenging times. Finally, as you work your way up the ladder remember to "show up." Think about the role in the industry that is the brass ring for you and think in that mindset every day.

**What's changed for you the most since you joined the mortgage industry?**

Products and technology have changed the most. Since I have been in the industry there have been a lot of products that have come and gone or have been recycled into a variation of its predecessor. I remember taking paper loan applications, using a courier to send docs, and actually stacking files, and I'm not that old! It has been interesting to see so many organizations attempt to build a better mouse trap in a highly regulated environment. /



**LAUREN MOORE, 33**

*Client Success Executive*

**MORTGAGE CADENCE**



**What advice would you give to those just getting started in the mortgage industry?**

1. Be inquisitive and curious — If you don't inquire and understand the why, you are limiting your worth, both in the short and long term.
2. Set short and long-term career goals — The long-term goals will feel so farfetched at the start of your career, but trust me when I say, it's worth it and so humbling to sit back and reflect on how far you've come.
3. Seek feedback from colleagues and superiors — While soliciting feedback can feel intimidating at first, it's extremely valuable. Whether you work for a company with a formal system allowing you to request feedback or you have to go about it "manually," just do it. The more you make a habit of this, the more organic it will feel.
4. Join a mentoring program — I remember my very first professional mentor (Brenda King, previous sr. manager of credit policy at Genworth Mortgage Insurance), who is still a huge part of my life. From sitting at her desk reviewing guidelines to helping me prepare for interviews and, most importantly, just giving me life advice, I'll never forget all that she taught me and the impact she has had on my career. And remember, mentoring is a two-way street. Every person has some value to add, and if done well, a mentor/mentee partnership brings fruit to both sides of the desk or Zoom call. /

**CHRISTOPHER NAYLOR, 37**

*Chief Revenue Officer*

**DIRECT MORTGAGE LOANS**



**What makes the mortgage industry exciting and fun?**

The fast pace and ever-changing nature of the mortgage industry are what keeps things exciting for me. Getting to celebrate our employee's success is what makes it fun.

**What advice would you give to those just getting started in the mortgage industry?**

You will need to unlock a new gear of toughness and perseverance that you didn't realize you had, do right by your clients, and work hard. The rest will take care of itself.

**What significant changes would you like to see from the mortgage industry in 2023?**

The mortgage industry significantly trails other financial service industries regarding technology adoption and process efficiencies. I would like to see the industry continue to build on the progress we were forced to make during the pandemic. Things like e-notes, automated property valuations, digital documentation, and virtual settlements should be the norm, not the exception.

Overall, I am optimistic about our industry in 2023. The short-term outlook doesn't appear to be attractive, but there is nothing wrong with a course correction. The market was unfairly stacked against buyers in 2020 and 2021, which needed to change. /

**ALISHEA PIPKIN, 40***Retail Branch Manager***PLANET HOME  
LENDING****What advice would you give to those just getting started in the mortgage industry?**

Instead of focusing only on the money you earn, focus on the people you serve. I like making money as much as the next MLO, but it's not the main reason I'm in this business. I got into the mortgage industry because I believed I could create a better customer experience for homebuyers and homeowners. That motivation continues to drive my career many years later.

**What's changed for you the most since you joined the mortgage industry?**

The most significant change since I joined in 2006 is technology advances, especially AI and data analytics. From there, technology continues to influence the customer experience. There's automated communication during the customer journey, including speedy turn times powered by AI and remote online notary.

**What significant changes would you like to see from the mortgage industry in 2023?**

I'm seeing a significant commitment from Fannie Mae and Freddie Mac to broaden their programs to include more low- and moderate-income borrowers. The housing market is cooling off, so I expect to see more home sellers and builders offering sales concessions, like rate buydowns and mortgage insurance buyouts. /

**KEVIN RANDOLPH, 38***Senior Vice President,  
Client Experience Operations***ROCKET PRO TPO****What advice would you give to those just getting started in the mortgage industry?**

Don't treat this as a job, treat this as a career. With that perspective you will see every day as an opportunity to hone your craft. One quote I love is, "to become interesting, become interested." Right now is a great time to be getting into the mortgage industry and be a sponge to learn as much as you can. Relationships are key now more than ever. Take every opportunity to walk through the front door of your business. As an Operations leader, it's imperative for me to understand the partners' and the clients' experience.

**What's changed for you the most since you joined the mortgage industry?**

My first year in the mortgage industry was the last year the bank where I was working was using paper files — and change has been the only constant since. For me, the biggest change has been from the opportunities I have had to develop my skills.

**What significant changes would you like to see from the mortgage industry in 2023?**

Like anything else, it is hard to predict the future, but ultimately, I would like to see digital enhancements made for a clear and streamlined process. Seeing more adoption of digital advancements like eClosings, Remote Online Notarizations, as well as more opportunities to import data and rely less on requesting documentation from clients. /



# NEW ENGLAND

JAN  
**12-13**  
2023

New England's top gathering for mortgage professionals returns to Connecticut on January 12-13, 2023.

Don't miss this exciting, informative event.

NMP readers like you can attend for free by using the code **NMPOCN**.

THE  
NEW ENGLAND  
MORTGAGE  
**Expo**<sup>TM</sup>

[www.nemortgageexpo.com](http://www.nemortgageexpo.com)

Title Sponsor  
**ROCKET**  
Pro · TPO

Complimentary registration available to NMLS-licensed active LOs and their support staff. Show producers reserve the right to determine final eligibility.



Produced By  
**OCN**<sup>TM</sup>

ORIGINATORCONNECTNETWORK.COM

**DANNY RIVERA, 39**

*Head of Marketing Technology  
and Information Technology*

**GENEVA FINANCIAL  
HOME LOANS**



**What's changed for you the most since you joined the mortgage industry?**

What has changed the most was my mindset and how I visualized how we can utilize technology throughout our process. Upon coming onboard in 2019, I was tasked with ensuring that the workforce at Geneva always had the latest and greatest.

It is not uncommon in this industry for technology to completely take over. It's always extremely important for me to ensure that our systems are engaged as powerful aides, seamlessly integrating with our other tech, and allowing the loan officer more time to focus on the human element.

**What significant changes would you like to see from the mortgage industry in 2023?**

Being in tech, it is so easy to hyperfocus on the mechanics and the efficiency of it all you miss how much people contribute to the process. I hope, after all that we have gone through over the past few years, that in 2023 that is brought back into perspective.

**What has been your biggest accomplishment as a mortgage professional?**

Since onboarding with Geneva, I have been able to focus solely on growth for the company and finding new and exciting ways to engage with consumers and recruits. We've shifted the mindset of the workforce, utilizing technology as an aide to allow for top-notch white glove service. This has been a pivotal part of my work. /

**KASSY SCARCIA, 33**

*Team Manager, Customer Success*

**SALES BOOMERANG AND  
MORTGAGE COACH**



**What advice would you give to those just getting started in the mortgage industry?**

Learn as much as you can, but give yourself some grace because you are bound to make mistakes. Put yourself in situations where you can have new experiences and gain insight into different facets of the industry. Always be willing to help your peers — professional relationships go a long way. Finally, remember that you are helping people make one of the biggest financial decisions of their lives. Never take that responsibility lightly.

**What's changed for you the most since you joined the mortgage industry?**

Since kick starting my career in the mortgage industry, I have realized just how much a mortgage can mean. Homeownership can offer lifelong financial security and freedom when leveraged properly. Witnessing these benefits and their impact on real families has bolstered my commitment to helping lenders share the enormous value of this investment with even more consumers.

**What significant changes would you like to see from the mortgage industry in 2023?**

Lenders and consumers alike benefit when the home financing experience is relationship-focused rather than transactional, so I would love to see the mortgage industry make borrower retention a greater priority by empowering lenders to become long-term financial friends to their borrowers. That means not only reaching out to borrowers when there is clear potential for a sale but also helping them make the most of their investment. /



**VOLA SIWAKOTI, 40**

*Team Leader & Sr. Loan Officer*

**NATIONWIDE MORTGAGE  
BANKERS INC.**



**What advice would you give to those just getting started in the mortgage industry?**

The mortgage industry is never a career for many out there. The combination of good education, awesome judgment, including due diligence, and the ability to take an extra amount of stress-hassle are the most to bring success in this industry.

It is not easy to understand the mortgage consumption process. I would shadow someone who knows the industry well to learn the science of the business or have better skin in the game.

If you are educated, capable, and knowledgeable in this industry, you are in the career to never look back, make a lot of money, and enjoy the blooms.

**What significant changes would you like to see from the mortgage industry in 2023?**

Income calculation has very many variances and disparities — especially with the shift in the economy after covid19; there are many borrowers sadly unable to buy their primary residence. Consumer-friendly income calculation guidelines are one thing I am into for good.

Unanimous reporting ability to the NMLS or the regulators about fraud activities would help control many industry malpractices - I wish to see this for safer industry practice.

**What has been your biggest accomplishment as a mortgage professional?**

Mortgage knowledge gained from the employer's university backed by the ability to help as many clients as possible to change their life. /

**NOMI SMITH, 37**

*CEO*

**PMI RATE PRO**



**What advice would you give to those just getting started in the mortgage industry?**

The mortgage industry is a very lucrative industry. Whether your job is a mortgage lender, processor or underwriter — Invest time into learning everything you can about the entire industry. Always be looking for the inefficiencies in your day-to-day tasks and look for technology solutions to help you become more efficient. If the technology doesn't exist to make your job easier, invent it! Get really good at solving problems and that will make you very valuable in the industry! Don't be afraid of the ups and downs, know that it's a cyclical industry. As long as you have made yourself valuable, you will succeed in this awesome industry!

**What's changed for you the most since you joined the mortgage industry?**

The mortgage industry has really helped me become creative. As a previous mortgage lender, I learned to think differently about financial strategies. In order to stay competitive as a mortgage lender, I had to learn to differentiate myself from the pack. The only way to do that was to become really good at offering creative solutions in a transparent way to gain the trust of the borrower. Not only did I learn creative financial strategies, I have learned to pick out inefficiencies in our job that we have always accepted and I have learned that it's actually possible to fix most problems with technology! /

**DAN SMOKOSKA, 36**

*Director of Marketing*

**INLANTA MORTGAGE**



**What makes the mortgage industry exciting and fun?**

Hands down, the people in our industry. I've had the privilege to work with some of the most fun, hardworking, and talented professionals in the business. Working with the right people can make the most difficult parts of a job enjoyable.

**What advice would you give to those just getting started in the mortgage industry?**

Work hard, buckle up, and enjoy the ride. Commit to learning every detail of your position, take advantage of training opportunities, and be open to constructive feedback. Most importantly, do it all with a smile - it goes a long way.

**What's changed for you the most since you joined the mortgage industry?**

Technology. When I entered the industry, mortgage tech was significantly behind in regards to innovation and software offerings. Fast forward to today, we have access to game-changing technology that both enhances the borrower's experience and helps our originators bring in more loans.

**What significant changes would you like to see from the mortgage industry in 2023?**

At this point, I'd just like to see interest rates go back down! /

**JARRETT STANLEY, 35**

*Chief Marketing Officer*

**SOUTHERN TRUST MORTGAGE**



**What advice would you give to those just getting started in the mortgage industry?**

Focus on what you can control. There are so many outside factors that move markets that are well outside of our ability to influence them. It's easy to let the things you can't control dictate your mood or motivation. Resist this.

Make adjustments and view changing conditions as advantages for you to gain market share. It will give you the courage to push forward while others retreat.

**What's changed for you the most since you joined the mortgage industry?**

The biggest change is the focus on leveraging technology to create a premium user experience. At the end of the day, no consumer wants a mortgage. They want a home for their family and a process that doesn't overwhelm or confuse them. Homebuyers want a clear path from application to moving day.

**What significant changes would you like to see from the mortgage industry in 2023?**

This industry is making great strides in the credit and equal opportunity spaces. I would like to see a continued effort in helping renters become homeowners through more common sense considerations in regard to rental history and employment. I'd also love to see more first-time buyer programs for underprivileged and overlooked communities. Homeownership has been the most accessible form of wealth generation and we should use every tool at our disposal to make it available to as many families as we can. /



**DANIELE SUSINI, 39**

*Vice President, Wholesale and Correspondent*

**ON Q FINANCIAL**



**What's changed for you the most since you joined the mortgage industry?**

I entered the industry back in 2001 where we sat by the fax machine waiting on packages/ conditions to come in or everyday at 2 p.m. we saw AE's rush through the doors to get their packages in before the cutoff time. We didn't have AUS or credit re-issues. It was all paper files, no automation and DOS based software. Now, paper files are unheard of, technology has advanced tremendously and there is AI technology to solve for so many aspects of the transaction. It's astonishing to see how much has changed over the years.

**What significant changes would you like to see from the mortgage industry in 2023?**

Balance — within the past two years we have gone from all-time low interest rates to historically high interest rate hikes to counter inflation. The market is unprecedented. I would like my crystal ball.

**What has been your biggest accomplishment as a mortgage professional?**

Opening up On Q Financial's TPO division! Back in 2020, I was recruited to start a TPO division from scratch in the middle of the pandemic. There were no system rules, portal, and only limited policies and procedures. Within 60 days we opened wholesale, 90 days non-delegated and within 120 we had transitioned all delegated clients to our TPO platform and system. By the end of our first year operating we did over \$2 billion in fundings. /

**MITCHELL SWANSON, 32**

*Director of Digital Services*

**OPENCLOSE MORTGAGE TECHNOLOGIES**



**What's changed for you the most since you joined the mortgage industry?**

I believe the mortgage industry has greatly improved my ability to problem solve. The French philosopher and mathematician Rene Descartes once said, "Divide each difficulty into as many parts as is feasible and necessary to resolve it." This has held true through each of my different positions within the industry. Being able to stop, dissect, evaluate, and plan for each adversity faced has led to countless successes.

**What has been your biggest accomplishment as a mortgage professional?**

I have been involved in numerous projects that have directly improved the borrower's mortgage experience. For example, I have implemented functionality to automatically copy borrower data from a previous application to a new one in an effort to reduce the amount of keystrokes needed. I have also worked on decision engines that have automatically created conditions for the borrower based on AUS findings. This has saved countless hours of Underwriters creating conditions for each attribute. This has also resulted in a decrease in turn time of applications. Furthermore, I lead the creation of a three-tiered pre-approval process based on confidence levels calculated with inputs from third-party verification services. This process has the ability to generate pre-approvals without contact with the lender. This will dramatically improve a buyer's chance at securing a property to purchase while reducing the amount of resources required to generate the pre-approval letter. /

**JOSEPH (JT)  
TICCHIONE, 39***Vice President, Financial  
Planning and Analysis***SERVICELINK****From His Nomination:**

Joseph Ticchione is vice president, financial planning and analysis at ServiceLink, supporting the default services division. Ticchione previously served as assistant vice president and financial lead at ServiceLink, where he was responsible for building and managing a financial planning and analysis team, supporting the field services division. He holds a bachelor's in accounting and business administration from the University of Mount Union and a master's in finance and strategic management from Case Western Reserve University.

**Significant Industry Contributions:**

Complex challenges do not intimidate Joseph Ticchione; they energize him. Never one to take financial processes and procedures at face value Ticchione, instead, dives in, analyzes the process, collaborates with key stakeholders and makes sound recommendations on how to make the process better and more streamlined — all backed by his own research and market analyses. As an inquisitive, action-oriented and forward-thinking leader, his impact on the ServiceLink organization has been immeasurable.

**Why does this person deserve to be recognized as one of this year's 40 Under 40?**

Joseph Ticchione played an instrumental support and advisory role as we navigated through another year of monumental change. Joseph focused his efforts on the most imperative business objectives while striking the right balance between short-term needs and long-term strategy. /

**MARSHAL TRAINER, 40***VP/Branch Manager***CLM MORTGAGE****From his nomination:**

Marshal Trainer is a natural leader with a unique desire to recruit, develop and retain top young talent with little or no prior mortgage experience. He believes the future of our industry is being created by the young people hired today. His current team consists of 8 people who all have less than 2 years mortgage experience and will produce over \$100 million in 2021.

**Short Bio:**

Marshal is a vice president of CLM Mortgage and runs two branches in Houston, Texas. He joined the mortgage industry in early 2017 with no prior experience. He went on to spend the next three years helping over 650 families obtain the dream of homeownership and worked his way up to become a top producer/manager. Marshal is a family man at heart, with a wife and daughter, and brings that culture into the team he leads.

**Area of Expertise:**

Originations (Volume or unique approach)  
Technology  
Industry Participation /



**WILL TULLOS, 38**

*Founder & President*

**RELIANT MORTGAGE**



**What makes the mortgage industry exciting and fun?**

The people that you meet are one of a kind. It's hard to find so many self-motivated individuals in one industry. The ever-changing of the day also allows for problem-solving opportunities amongst team members and partners. It's one of the few places you can work remotely but feel like you have your team by your side.

**What significant changes would you like to see from the mortgage industry in 2023?**

I would like to see the industry stop overhiring and being more conservative and strategic about their plans when they anticipate a surge in business. It's tough to see all the members in the industry who are unfortunately out of a position due to over hiring by giving out large bonuses and overpaying their team members knowing once a refi boom is done, they would plan to relieve them of this position. I think if companies could come together and create a true pay scale for positions recognizing that even if things slow down, you can maintain the positions until it grows again would be better for the people in the long term rather than creating an instant gratification and false promises. Our company can say that even though our business has dropped a good percentage at its peak, we have been able to maintain our operations and doing everything possible to do so. /

**DOMINGO VINOYA III, 28**

*Lead Developer*

**QC ALLY**



**What makes the mortgage industry exciting and fun?**

The mortgage industry is complex and dynamic. As the market cycle continues to change, there are new opportunities within each passing year. As the industry continues to modernize, technology is taking a bigger role in automating processes and assisting a simpler experience for the homeowner. With all of these advancements, one must always be ready to pivot in case something unexpected comes up.

**What advice would you give to those just getting started in the mortgage industry?**

Being a younger tech professional means you will discover a lot of new terms. Don't let the language of the mortgage industry distract your goals. You don't have to understand all the mortgage terminologies, but you can learn the big picture and work your way down.

**What's changed for you the most since you joined the mortgage industry?**

I learned early on that Information Security is vital. With the large amount of data, PII and information being gathered throughout the loan process, it is paramount data is stored securely. In this age of information, securing data and implementing proper access control are an utmost priority. /

**CHUCK WALKER, 40**

*Senior Vice President*

**FANNIE MAE**



**What advice would you give to those just getting started in the mortgage industry?**

Be interested. My colleagues at Fannie Mae and partners across the industry have been invaluable and inexhaustible sources of learning. Showing genuine interest in learning more about a product, process, or policy has helped me grow professionally. In learning from others, you create mutual benefit for your teachers by bringing your own perspectives and experiences to bear to evolve the industry for the future.

**What significant changes would you like to see from the mortgage industry in 2023?**

Increased adoption of technology. Many great technologies exist to improve outcomes for consumers and lenders alike. The coming year is likely to be challenging across the industry, given the phase of our economic cycle. However, scarcity often breeds innovation, so there is potential for a silver lining. What's critical is new technologies are created and adopted with people and processes at their core to achieve their full impact.

**What has been your biggest accomplishment as a mortgage professional?**

My biggest accomplishment has been seeing others I've coached or mentored achieve success, be it a successful launch of a new product, a new partnership, or even a promotion. I know that my own success has been a direct result of the investments others have made in me, and as a leader, there is no better accomplishment than being able to pay that forward and support others in achieving their goals. /

**OLIVER WHITE, 31**

*Producing Branch Manager*

**FAIRWAY INDEPENDENT  
MORTGAGE  
CORPORATION**



**What makes the mortgage industry exciting and fun?**

Each day is different—presents its own challenges. Learn new things, daily.

**What advice would you give to those just getting started in the mortgage industry?**

Create a consistent schedule of networking activities and stick to it. Consistency is key to "success."

**What's changed for you the most since you joined the mortgage industry?**

Ability to serve and help others

**What has been your biggest accomplishment as a mortgage professional?**

Sharing the daily trials and successes with my Fairway teammates.

**From Oliver's nomination:**

Oliver may be a young professional, but Oliver likes to keep it old school. Oliver prefers high-touch customer service. At Fairway Independent Mortgage Corporation, customer service is a way of life, not a borrower turnstile.

Oliver acts as a trusted advisor, providing highly personalized service and helping homebuyers through every step of the loan process. From application to closing and beyond, Oliver's business methods are all designed to exceed expectations, provide satisfaction and earn trust. /



COMPANY	AREA OF FOCUS	STATES LICENSCED	WEBSITE
<b>Acra Lending</b>	Non-QM / Jumbo	AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, LA, ME, MD, MI, MN, MT, NE, NV, NH, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI, WY	acralending.com
<b>Angel Oak Mortgage Solutions</b>	Angel Oak Mortgage Solutions is the leader in Non-QM.	AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WV, WI, WY, Puerto Rico, U.S. Virgin Islands	angeloakms.com
<b>Arc Home LLC</b>	Multi-channel mortgage leader with exceptional service and comprehensive mortgage solutions.	AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY	business.archomellc.com
<b>Civic Financial Services</b>	Civic delivers fast, honest, simple lending for real estate investors.	AZ, CA, CO, FL, GA, HI, ID, IL, IN, LA, MD, MA, MI, MN, NV, NJ, NC, OH, OK, OR, PA, SC, TN, TX, UT, VA, WA, WI	civifcs.com
<b>Deephaven Mortgage</b>	Founded in 2012, Deephaven is a national, Non-Agency/Non-QM mortgage provider.	AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WI, WY	deephavenmortgage.com
<b>Finance of America Mortgage</b>	Flexible mortgage solutions designed with unconventional borrowers in mind.	All 50 states, Puerto Rico and the U.S. Virgin Islands	FOAmortgage.com
<b>First National Bank of America</b>	Non-QM	All 50 U.S. States	fnba.com/wholesale
<b>Global Integrity Finance LLC</b>	DSCR Rental NO DOC Loans	AL, AR, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NH, NJ, NM, NY, NC, OH, OK, OR, PA, RI, SC, TN, TX, UT, VT, VA, WA, WV, WI	globalintegrityfinance.com
<b>Impac Mortgage Corp.</b>	Non-QM	AL, AK, AZ, AR, CA, CO, CT, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI	impacwholesale.com
<b>LoanStream Mortgage</b>	Non-QM / Jumbo	AZ, CA, CO, CT, DE, DC, FL, GA, HI, IL, IN, KY, LA, ME, MD, MA, MI, MN, MT, NV, NH, NJ, NM, NC, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WI	loanstreamwholesale.com

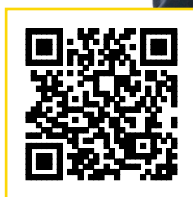
COMPANY	AREA OF FOCUS	STATES LICENSCED	WEBSITE
<b>Luxury Mortgage Corp.</b>	Non-QM, Wholesale, Delegated Correspondent, Non Delegated Correspondent	AL, AK, CA, CO, CT, DC, DE, FL, GA, IL, LA, ME, MD, MA, MI, MN, NV, NH, NJ, NM, NY, NC, OH, OR, PA, RI, SC, TN, TX, UT, VA, WA, WI, WY	luxurymortgagewholesale.com
<b>PCF Wholesale</b>	Non QM Made EZ, DSCR and Alt Doc	AL AK AZ AR CA CO CT DC DE FL GA ID IL IN IA KS KY LA ME MD MA MI MN NV NH NJ NM NC OH OK OR PA RI SC TN TX UT VA	pcfwholesale.com
<b>Quontic Bank</b>	No Ratio & Lite Doc — Owner Occupied & Investor	All 50 U.S. States	quonticwholesale.com
<b>Stratton Equities</b>	Nationwide Direct Hard Money & NON-QM Lender	All States except for: Utah, North Dakota, South Dakota, Arkansas, Nevada	strattonequities.com
<b>Verus Mortgage Capital</b>	Full-service correspondent investor offering residential Non-QM and investor rental programs	Continental U.S.	verusmc.com

# Open and operate **your brokerage** with confidence.

Starting a business doesn't have to be daunting. **Build-A-Broker** is a half-day bootcamp designed to help you establish the solid foundation needed to launch your business, or streamline and strengthen your existing one.



[WWW.BUILDBROKER.COM](http://WWW.BUILDBROKER.COM)





SPECIAL ADVERTISING SECTION: **WHOLESALE LENDER DIRECTORY**

COMPANY	SPECIALTY/NICHE	STATES LICENSUED	WEBSITE
<b>ACC Mortgage</b>	Non-QM	AZ, AR, CA, CO, CT, DE, DC, FL, GA, ID, IL, IN, KS, MD, MI, NV, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, WA	ACCMortgage.com
<b>Acra Lending</b>	Non-QM / Jumbo	AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, LA, ME, MD, MI, MN, MT, NE, NV, NH, NJ, NC, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI, WY	acralending.com
<b>Angel Oak Mortgage Solutions</b>	Non-QM, Non-Agency	AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, WA, WV, WI, WY, DC	angeloakms.com
<b>Change Wholesale</b>	Helping mortgage brokers close more loans, faster.	AL, AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NV, NH, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY	ChangeWholesale.com
<b>First National Bank of America</b>	Non-QM	All 50 U.S. States	fnba.com/mortgage-brokers

SPECIAL ADVERTISING SECTION: **ORIGINATOR TECH DIRECTORY**

COMPANY	AREA OF FOCUS	WEBSITE
<b>Calyx</b>	Loan Origination Software Solutions	calyxsoftware.com
<b>Capacity</b>	AI-powered mortgage support automation platform that connects your entire tech-stack.	capacity.com
<b>FileInvite: Document Collection on Autopilot</b>	Automated document collection and client portal for workflow productivity.	fileinvite.com
<b>Lender Price</b>	Most Advanced Mortgage Pricing & Underwriting Engine On The Market Company	lenderprice.com
<b>MonitorBase</b>	Customer Intelligence	monitorbase.com
<b>wemlo</b>	Loan Processing	wemlo.io

SPECIAL ADVERTISING SECTION: **PRIVATE LENDER DIRECTORY**

COMPANY	AREA OF FOCUS	WEBSITE
<b>Alpha Tech Lending</b>	Private Lending, Non-QM	alphatechlending.com
<b>Patch Lending</b>	Private Lending for Real Estate Investment Properties	patchlending.com
<b>Stratton Equities</b>	Nationwide Direct Hard Money & NON-QM Lender	strattonequities.com

**RCN**  
CAPITAL

**FIX AND FLIP  
FINANCING**

**EXPLORE THE POTENTIAL OF THE RENOVATION SPACE**

**With Funding from Start to Finish**

**With Our Trusted Team Ready to Guide You,  
Set Off On Your Next Real Estate Investing Venture**

**☐ RCNCapital.com   ✉ Info@RCNCapital.com   ☎ 860.432.5858**

RCN Capital, LLC is licensed as a California Finance Lender under Department of Business Oversight license number 60DBO-46258.  
Arizona Mortgage Banker License BK-0932325. Oregon Mortgage Lending License: ML-5571; NMLS Company ID: 1045656.



# 'Spanx' For The Memories: Life At An Airport



Nick Roberson

*Nick Roberson is a long-time mortgage industry veteran and a board member of the California Association of Mortgage Professionals. He's a forthcoming and giving guy, who shares his ... unique ... perspective on work and life on his Facebook account. Here are some of Nick's FB thoughts this month:*



**W**hen I am complaining about my weight down the road, I need someone to slap me and remind me that I just ate a couple of inches off a fresh baked loaf of focaccia bread, so it would fit inside of a Ziplock bag.

...  
 "I don't drink alcohol because then I'd be an alcoholic. I drink spirits. That makes me spiritual," Dean Martin.

...  
 Explaining to a child that we are mortal and that death is inescapable is probably the hardest part of being a party clown.

...  
 The best part about the chilly Fall mornings, is I can rock these babies on my morning walks!



...  
 If it weren't for physics and law enforcement, I'd be unstoppable.

...  
 If my memory gets any worse I'll be able to plan my own surprise party.

...  
 Sometimes, at the gym, I'll struggle and make all kinds of awkward grunting sounds, but eventually I'll get my pants on.

...  
 A true conversation I overheard this morning at the airport. As we were standing in line at the gate ready to board, the two women in front of me were chatting about a wedding they had gone to over the weekend. They went on and on about how crazy the wedding was and how much fun it was. Then one of them said, "Oh my gosh! Aunt Sarah looked amazing. That dress was the talk of the wedding. But I didn't get a chance to say goodbye to her. She just disappeared." The other woman started laughing and said, "That's because she had to go to bathroom, and she couldn't get her full-body Spanks off. She was freaking out and we had to cut them off her. Then when she finished, she couldn't get the zippers closed on her dress and we had to put a big coat on her so that she could get to her car to drive home." There was a brief pause, and then they both just busted out laughing.

Poor aunt Sarah. That must have been a sight to behold.

...  
 If you are ever going for an early morning walk in my neighborhood, don't try to eat a breakfast burrito at the same time. My neighbors off-leash overweight dog is much faster than he looks.

...  
 In case any of you were curious. A ceiling fan won't cut a bagel in half ... Not even on top speed. I'm so disappointed right now. I wonder if you can buy just one ceiling fan replacement blade ...

...  
 Well, I have learned a valuable lesson at the airport this morning. Not everyone in a red fright wig and thick makeup is a circus clown. Also, in the future I will verify that before attempting to include them in juggling. I'm sure she will be okay once she recovers from the concussion.

 **To see more by Nick,** just go to [www.facebook.com/nickroberson](http://www.facebook.com/nickroberson).

NICK ROBERSON



# Something **BIG** is on the horizon(s).





# Introducing three new

National Mortgage Professional brings you three new sources of make up 25% of FHA activity in 2022, we're bringing you even more

# CALIFORNIA BROKER

# LONESOME



California is large and in charge. That's why there's **California Broker** magazine. We cover the nation's biggest mortgage market, and the state with more originators than anywhere else in the country. It's the industry leader, and so is California Broker magazine.

Debuting January 2023.

COVER DESIGNS NOT FINAL.

Texas is one big state, and it takes mortgage origination pros in the g the job done. We roundup the data Texans win the mortgage rodeo.

Debuting February 2023.

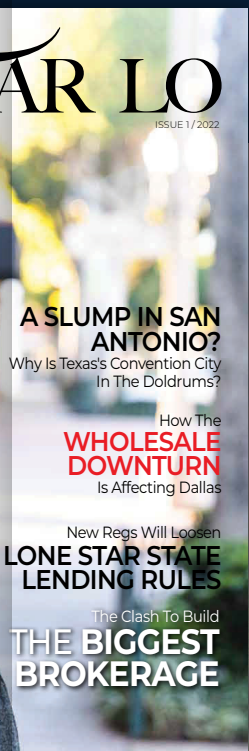
[More information](#)



# 7 magazines for 2023!

industry news. Focused on the three states that collectively  
are targeted news than ever before!

## STAR LO FLORIDA ORIGINATOR



a big reach to keep its  
ame. Only **Lone Star LO** gets  
, insight, and products that let

When Sunshine State brokers and lenders need information and opportunity, **Florida Originator** magazine is there for them. It's the only mortgage publication that criss-crosses all of Florida, and the only one that lets industry pros from Miami to Jacksonville, from Destin to Key West know it all.

Debuting March 2023.

coming soon!

PUBLICATIONS OF AMERICAN BUSINESS MEDIA



**Angel Oak**  
MORTGAGE SOLUTIONS

# Tap Into The Power **@** Angel Oak



**The Leader in Non-QM**  
Visit [AngelOakMS.com](http://AngelOakMS.com) | 855.631.9943



©Angel Oak Mortgage Solutions LLC NMLS #1160240, Corporate office, 980 Hammond Drive, Suite 850, Atlanta, GA, 30328. This communication is sent only by Angel Oak Mortgage Solutions LLC and is not intended to imply that any of our loan products will be offered by or in conjunction with HUD, FHA, VA, the U.S. government or any federal, state or local governmental body. This is a business-to-business communication and is intended for licensed mortgage professionals only and is not intended to be distributed to the consumer or the general public. Each application is reviewed independently for approval and not all applicants will qualify for the program. Angel Oak Mortgage Solutions LLC is an Equal Opportunity Lender and does not discriminate against individuals on the basis of race, gender, color, religion, national origin, age, disability, other classifications protected under Fair Housing Act of 1968. MS\_A723\_1221