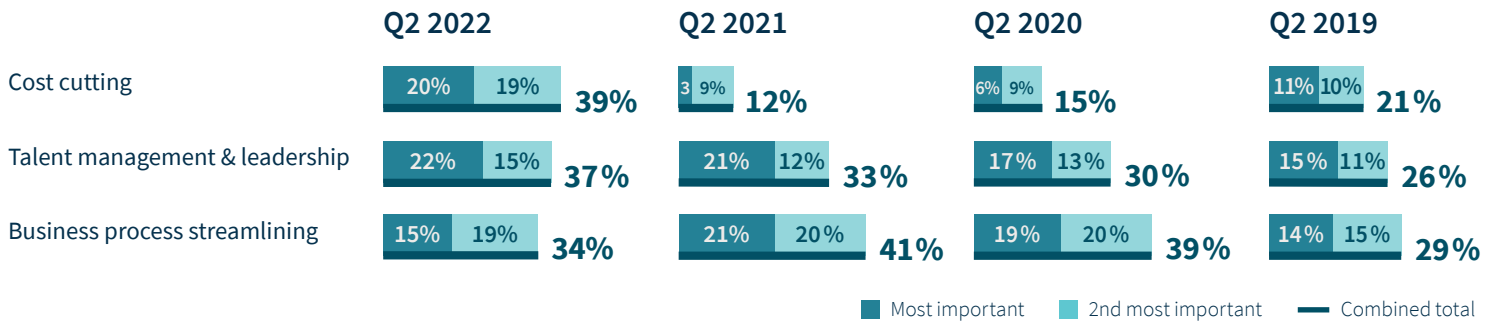


Lenders cite cost-cutting as top 2022 business priority

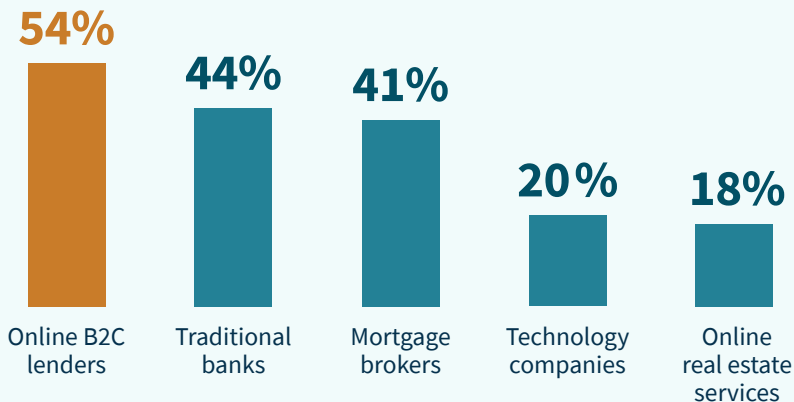
Our Economic and Strategic Research (ESR) team once again conducted a study of senior mortgage executives to better understand their lending institutions' top business priorities for 2022. Lenders cited cost-cutting as their top priority, a significant shift from prior years' survey results, while talent management and business process streamlining rounded out the top three. Additionally, respondents again reported online direct-to-consumer lenders to be their biggest perceived competition, and they believe improving the mortgage origination process is the top strategy in preparing for a heavier purchase mortgage market.

What were the top business priorities for lenders?



Lenders' biggest perceived competition*

*Percentages represent sum of top two types of competition identified by lenders surveyed.



Top strategy to prepare for a heavier purchase market

(Combined % most important + second most important strategy)



Hear more from our **research team**, or read the **full findings of our Survey**.

Led by Senior Vice President and Chief Economist Doug Duncan, our **Economic & Strategic Research (ESR) Group** studies current data, analyzes historical and emerging trends, and conducts surveys of consumer and mortgage lender groups to provide forecasts and analyses on the economy, housing, and mortgage markets.