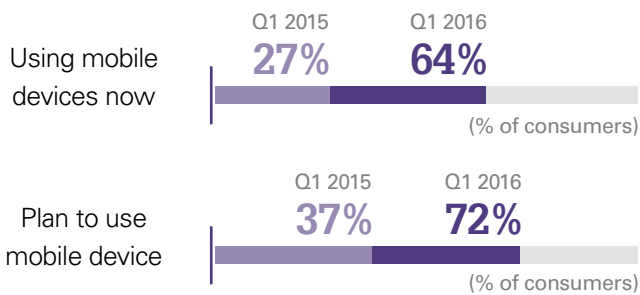


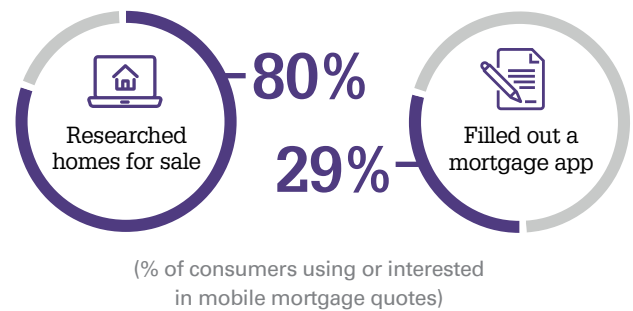
Mobile Demand Signals Shift in Mortgage Market

Recent homebuyers are flocking to mobile mortgages – and they plan to keep coming back for more. Research by our [Economic and Strategic Research Group](#) shows that lenders, faced with a changing competitive landscape, should consider evolving online and mobile capabilities.*

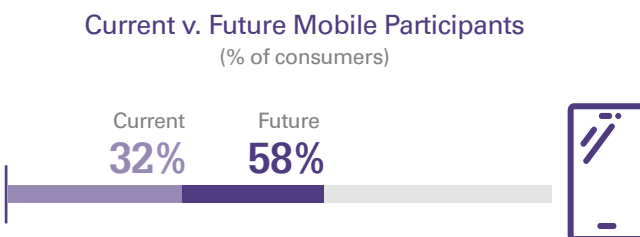
Mobile usage *and* demand explode in one year.



Mobile tapped more for home sale research than mortgage activities.



Mobile mortgage quotes present greatest opportunity.



Act now to address new competition.

- ⦿ Few lenders offer an end-to-end mobile mortgage solution, but half of those surveyed planned to offer a mobile app by Q3 2016.
- ⦿ New entrants may reinvent current roles and create influential new ones.
- ⦿ Consider evolving online and mobile capabilities to address the rapidly changing consumer demand and the potential for disruptive competitive shifts.

*Study focuses on recent low and moderate income homebuyers.



To learn more, read our study:

[Low and Moderate Income Recent Homebuyers Are Flocking to Mobile Mortgage Resources](#)

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