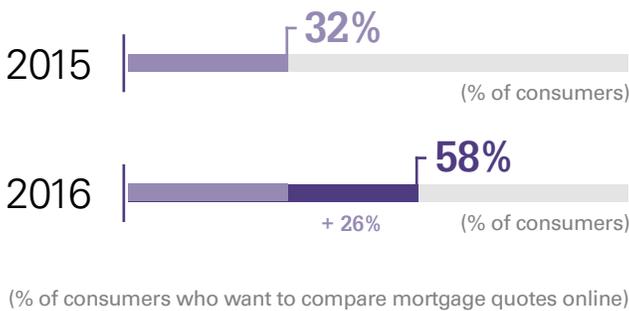


# Consumers Go Mobile for Mortgage Advice

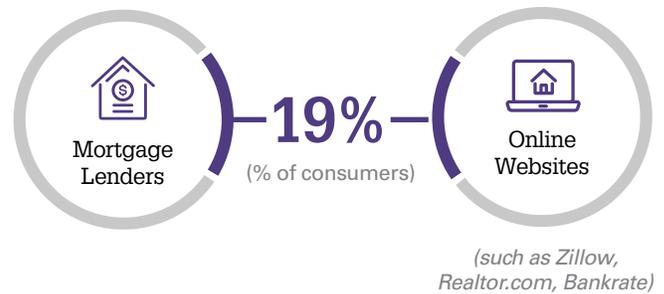
According to our [Economic and Strategic Research Group](#), as more and more consumers turn to mobile technology for mortgage activities and advice, lenders must modernize to retain loyalty and market share.\*

## Future interest in mobile mortgage activities skyrockets.

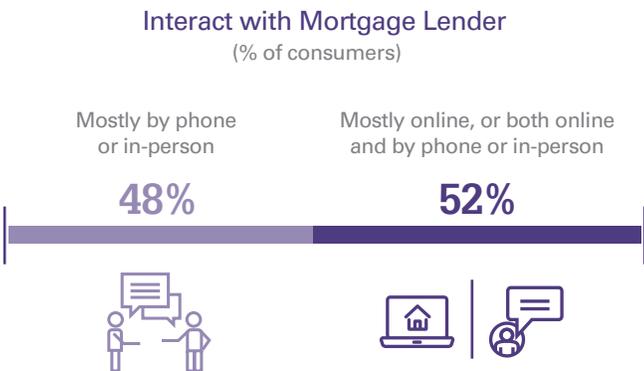


## Lenders, online sites equally influential.

### Most Influential Source of Mortgage Information



## Consumers are evenly split when it comes to interacting.



## Strengthen mobile ties: retain loyalty.

- Growing use of, and interest in, mobile tools calls for aggressive enhancement of consumer mobile experience.
- Our research shows that younger and higher income consumers, who are less likely to prefer in-person contact, are even more interested in using mobile tools to get a mortgage.
- Newer technologies may entice new players to enter the mortgage business – players who could reinvent current roles and create influential new ones like providing “just-in-time” advice and enhanced comparison shopping.

\*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](#)

Opinions, analyses, estimates, forecasts, and other views of Fannie Mae’s Economic & Strategic Research (ESR) group or survey respondents included in these materials should not be construed as indicating Fannie Mae’s business prospects or expected results, are based on a number of assumptions, and are subject to change without notice. How this information affects Fannie Mae will depend on many factors. Although the ESR group bases its opinions, analyses, estimates, forecasts, and other views on information it considers reliable, it does not guarantee that the information provided in these materials is accurate, current, or suitable for any particular purpose. Changes in the assumptions or the information underlying these views could produce materially different results. The analyses, opinions, estimates, forecasts, and other views published by the ESR group represent the views of that group or survey respondents as of the date indicated and do not necessarily represent the views of Fannie Mae or its management.