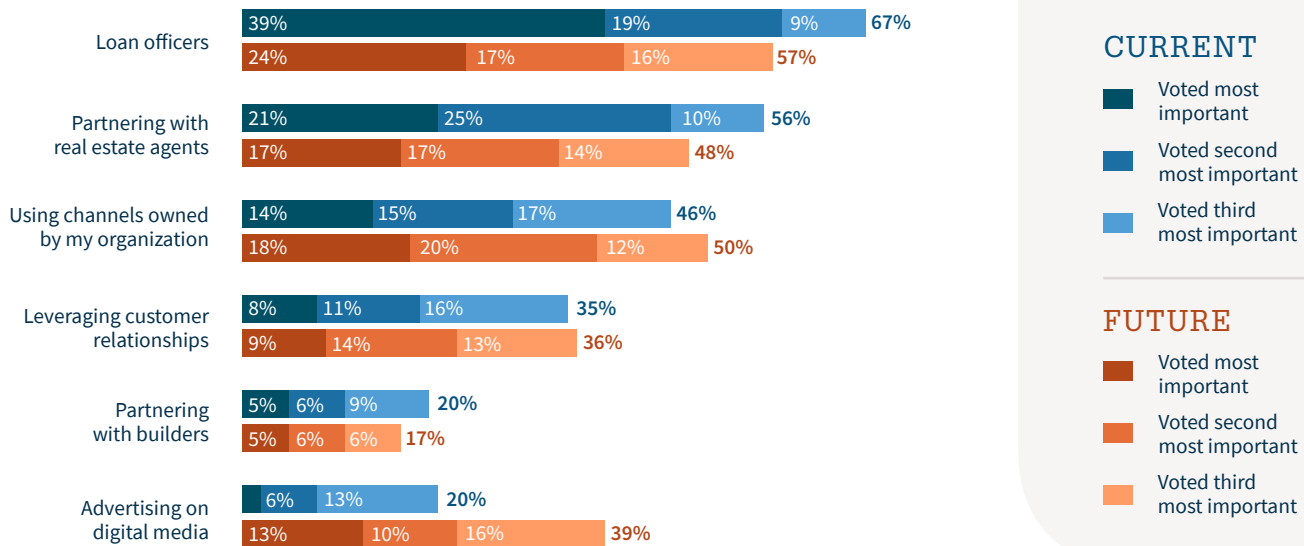




Lenders weigh in on customer acquisition and retention strategies

As part of our quarterly [Mortgage Lender Sentiment Survey](#)®, our economists surveyed senior mortgage executives to better understand their lending institutions' customer acquisition and retention strategies, now and looking forward, as well as the channels they consider most important to acquire new business.

Most important channels to acquire mortgage customers (current versus future)



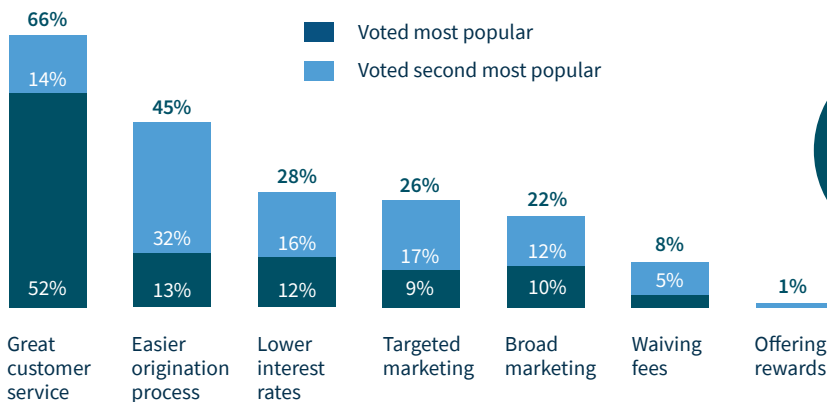
CURRENT

- Voted most important
- Voted second most important
- Voted third most important

FUTURE

- Voted most important
- Voted second most important
- Voted third most important

Top strategies for acquiring and retaining business



PROVIDING GREAT CUSTOMER SERVICE

was overwhelmingly cited by lenders as the top strategy to acquire and retain business.

Read the [Perspectives blog](#), or dive into 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.