

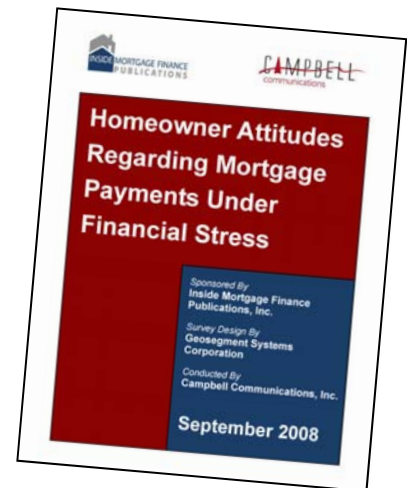
New Research Provides Tools To Prevent Mortgage Defaults

Results of National Homeowner Survey Can Lower Servicing and Foreclosure Costs

Mortgage lenders, servicers and investors employ a variety of strategies to resolve problem loans and minimize losses. But these strategies are frequently ineffective because they do not take into account the psychology of the borrower under financial stress in today's economy.

That's why *Inside Mortgage Finance* and Campbell Communications have undertaken a major new study examining homeowner attitudes and factors affecting continued mortgage payments. Based on a national survey of homeowners, its findings show how borrowers prioritize mortgage payments and under what circumstances they will stop and/or resume paying their mortgage.

A report of the findings, "Homeowner Attitudes Regarding Mortgage Payments under Financial Stress – 2008," will be released in late September.



For the first time, lenders and servicers can learn:

- How likely it is that homeowners can continue making mortgage payments if they lose their principal source of income;
- Which homeowners will approach servicers for loan modifications, which will go to the originating lender;
- Which homeowners foresee selling their property, which plan bankruptcy or "walking away;"
- Which perceptions of treatment by lenders are most likely to cause homeowners to stop paying their mortgage;
- Which homeowners would rather have late payments, late fees and penalties added to the mortgage balance—instead of immediate payment or foreclosure; and much more.

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Key Topics Covered in National Homeowners Survey

The report will provide mortgage servicing executives and loan modification teams with quantifiable data that can guide their own attempts to influence borrowers and prevent defaults and foreclosures.

The survey covered such topics as:

- Types of consumer credit held by homeowners and how they prioritize credit payments during periods of financial stress;
- Financial reserves held by homeowners and likely plans if homeowners are forced into mortgage default;
- Reasons homeowners would be motivated to continue paying their mortgage under financial stress;
- Reasons homeowners would choose to stop paying their mortgage under financial stress;
- Decisions regarding home sales and mortgages under financial stress;
- Attitudes regarding late fees and penalties on mortgages; and
- Knowledge regarding financial recourse against defaulting homeowners and other legal actions of creditors.

Review the Survey Online

The survey instrument may be reviewed at www.campbellsurveys.com/homeowner08. Designed by Geosegment Systems and Campbell Communications, with input from Inside Mortgage Finance Publications and mortgage lenders. Pretested regarding content and online compatibility.

Pricing and Delivery

Price of the full report is \$12,500. Customers will receive expedited electronic delivery of findings in order of purchase.

For more information or to order the new survey reports, contact John Campbell at 202.363.2069 or john@campbellsurveys.com.