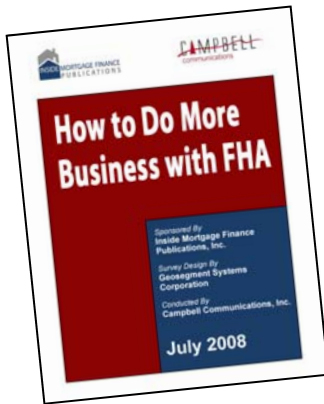


How to Do More Business with FHA, Fannie Mae and Freddie Mac

Major New Studies Probe Agency Market Share

As a credit-starved mortgage market rushes to embrace the liquidity of government-affiliated origination programs, major lenders and other industry strategists are looking for insights into doing business in this special and challenging arena.

That insight can be found in the first national studies launched by *Inside Mortgage Finance* and Campbell Communications of the two market segments that have assumed critical importance in mid-2008: 1) Government-insured programs, primarily FHA; and 2) Conforming loan programs via Fannie Mae and Freddie Mac.

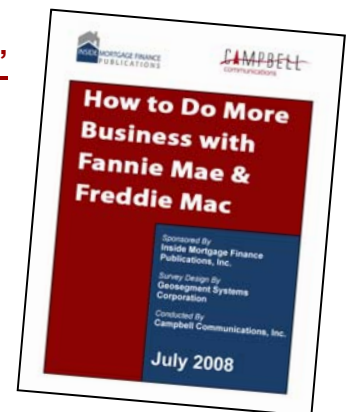


“How to Do More Business with FHA” will examine:

- The pros and cons of doing FHA business
- The challenge of getting FHA approval
- The most important factors in choosing FHA for borrowers
- The most significant barriers to placing borrowers with FHA
- The determinate factors in choosing between FHA and GSE programs
- The most frequently used investors in 2008 for key FHA programs.

“How to Do More Business with Fannie Mae and Freddie Mac” will examine:

- The pros and cons of doing business with Fannie Mae
- The pros and cons of doing business with Freddie Mac
- The most important factors in choosing Fannie or Freddie for borrowers
- The most significant barriers to placing borrowers with Fannie or Freddie
- The relevant factors in choosing among FHA and GSE programs
- The most frequently used investors in 2008 for Fannie and Freddie loans.



This important research will give insight into originators' decision-making process when determining whether to use a Fannie, Freddie, or FHA program for a particular borrower.

National surveys of mortgage originators are underway. The findings from the studies will be presented in two major reports by late July.

How to Do More Business with FHA, Fannie Mae and Freddie Mac

Actionable Intelligence for Senior Management

Loan originators nationwide separately rate FHA and Fannie Mae/Freddie Mac investors on key factors such as:

Underwriting

- Reliable pre-approvals without rate/cost increases
- Underwriter's accessibility/problem solving
- Underwriting exceptions granted when needed
- Fast underwriting turn times
- Delegated underwriting programs

Service

- Lender's local Account Executive
- Account Executive's response to phone calls/emails
- Account Executive's knowledge
- Account Executive's overall service
- Electronic services

Pricing

- Interest rate
- YSP/SRP
- Closing costs
- Flexibility on volume requirements

Post-Sale Considerations

- Servicing profits
- Few early payoff chargebacks
- Few early payment default chargebacks
- Few loan buyback requests

Review the Survey Online

The survey instrument for the two studies may be reviewed at www.campbellsurveys.com/originators08. The survey was designed by Geosegment Systems and Campbell Communications. Additional input was provided from Inside Mortgage Finance Publications and interviews with mortgage originators and major lending executives, as well as FHA and the GSEs. The survey was pre-tested regarding content and online compatibility.

Pricing and Delivery

Either report is \$12,500, or you can buy both for \$19,000. Customers will receive expedited electronic delivery of findings by date of purchase.

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