

# America's Top 40 Mortgage Companies

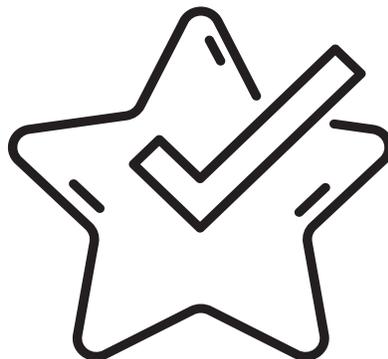
*For Customer  
Satisfaction*

**2019 Award Winners &  
Best Practices Guide**

Presented by **SocialSurvey**

# *Introducing the* **Mortgage Industry's Customer Satisfaction Leaders**

SocialSurvey has become the industry benchmark for measuring the customer experience provided by companies in the mortgage industry and their loan officers. Once again, competition was fierce with more than one million reviews of 30,000 individual loan officers from over 200 companies being scored – by far the largest data set in the mortgage industry.



## Our Methodology

The Award Winners are selected based on survey completion rates, the number of reviews, and the star ratings submitted to the SocialSurvey platform by verified customers. To ensure integrity, the SocialSurvey experience management platform is connected directly to each company's loan origination system to enable the automatic sending of customer satisfaction surveys after closing to every individual listed on each loan application with a unique email address. As a result, it is not possible for lenders or loan originators to choose who receives a survey. SocialSurvey used a proprietary algorithm and weighting to arrive at the final results.



# 4 Award *Categories*

For fairness, mortgage companies were grouped by the number of individuals registered for the SocialSurvey experience management platform. Award winners are broken out into four categories based on number of loan originators:

- 1. Jumbo (400+)**
- 2. Large (199 - 399)**
- 3. Medium (80 - 199)**
- 4. Small (less than 80)**

**The 2019 Award Winners**

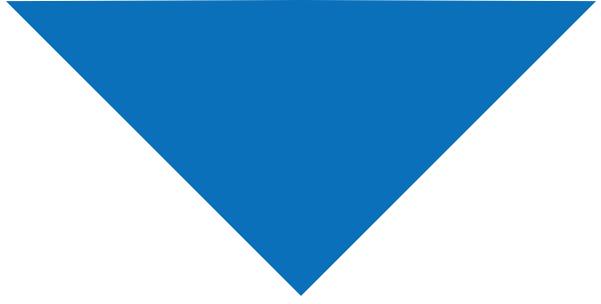
**TOP**

*Performers*

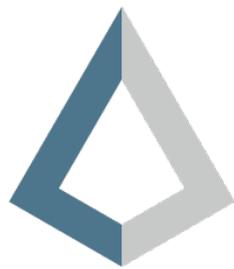
**CUSTOMER SATISFACTION**

SocialSurvey is thrilled to announce the  
2019 Category Winners are:





**#1 JUMBO**  
*Division Winner*

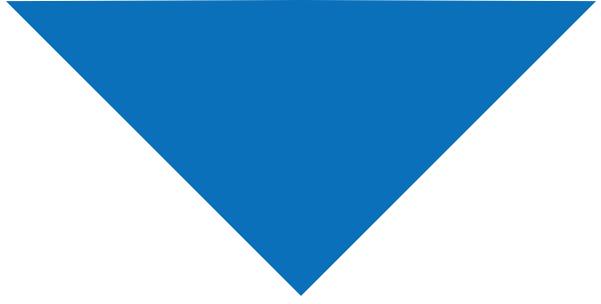


**PRMI**

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**Primary Residential  
Mortgage, Inc.**

Primary Residential Mortgage, Inc., Salt Lake City  
(repeat winner)



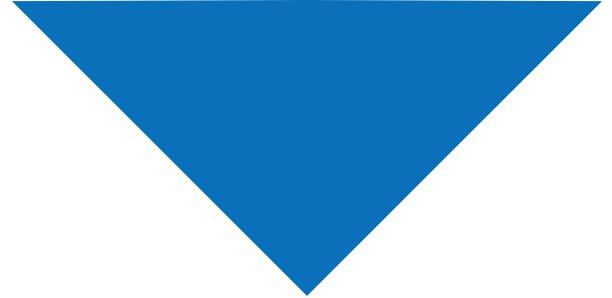
**#1 LARGE**  
*Division Winner*



**THE MORTGAGE FIRM**

————— *Closing Simplified.* —————

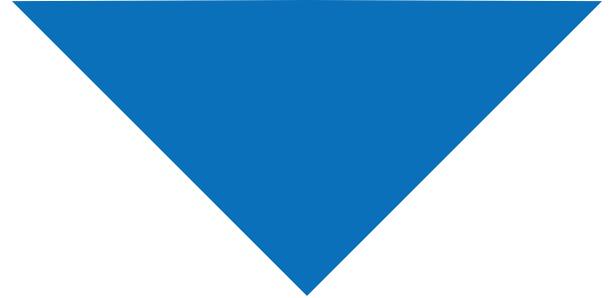
The Mortgage Firm, Altamont Springs, Fla.  
(2018 winner in the Medium category)



**#1 MEDIUM**  
*Division Winner*



Mason-McDuffie Mortgage Corporation, San Ramon, Calif.  
(2018 winner in the Small category)



**#1 SMALL**  
*Division Winner*



**RWM**  
H O M E L O A N S

RWM Home Loans, San Diego



“ Our unique benchmark celebrates those outstanding mortgage companies and loan officers who deliver consistent WOW-worthy experiences for their clients. I'd like to congratulate the winners and all 40 companies for consistently delivering the industry's highest level of experience-driven customer satisfaction. It's an incredible achievement. ”

*Scott Harris*

**CEO OF SOCIALSURVEY**

# The 2019 Top 10 Winners

# TOP 10

*Performers*

## CUSTOMER SATISFACTION

The Top 10 Winners for customer satisfaction in each category are:



## Top 10 Jumbo (400+ Users)

1. **Primary Residential Mortgage (Winner)**
2. AmCap Mortgage
3. American Financial Network
4. Bay Equity Home Loans
5. Cardinal Financial
6. Fairway Independent Mortgage Corporation
7. Finance of America Mortgage
8. New American Funding
9. Paramount Residential Mortgage Group
10. Stearns Lending



## Top 10 Large (199 – 399 Users)

1. **The Mortgage Firm (Winner)**
2. Embrace Home Loans (2018 Winner)
3. Envoy Mortgage
4. Freedom Mortgage
5. Nova Home Loans
6. Planet Home Lending
7. Prosperity Home Mortgage
8. Summit Funding
9. TowneBank Mortgage
10. USA Mortgage



## Top 10 Medium (80 – 199 Users)

1. **Mason-McDuffie Mortgage (Winner)**
2. American Bancshares Mortgage
3. Assurance Financial
4. Castle & Cooke Mortgage
5. Draper And Kramer Mortgage
6. First Community Mortgage
7. Inlanta Mortgage, Inc.
8. MiMutual Mortgage
9. Presidential Bank Mortgage
10. Thrive Mortgage



## Top 10 Small (Less Than 80 Users)

1. **RWM Home Loans (Winner)**
2. Central Bank of St. Louis
3. Essex Mortgage
4. First Financial Bank
5. Hometrout Mortgage Company
6. Mortgage Financial Services
7. Premier Nationwide Lending
8. Priority Mortgage
9. Summit Mortgage
10. The Mortgage Company



## *Insights from* **SocialSurvey's CEO, Scott Harris**

“

SocialSurvey helps companies win in their local markets and build deeper relationships with real estate agents and customers. Even though technology can be extremely beneficial, the mortgage industry is still very much a relationship-driven business. That's reflected in our data, which indicates a referral precedes nearly 66% of new customer acquisitions.

Our winners have proven that customer service matters. Results are driven by loan officers building lots of real estate agent and customer relationships, doing an amazing job of closing transactions, and consistently delivering on their promise of great customer service. In order to even make our Top 10 lists, companies have to achieve over a 50% survey response rate. That's why it's the toughest benchmark in the industry for customer satisfaction.

”

*Insights from* **America's #1  
Loan Officer for Customer  
Satisfaction in 2019**



"If I didn't have SocialSurvey I would have to invest more precious time in getting feedback from the families I serve. SocialSurvey makes getting reviews easy! The surveys punctuate the experience I want for every borrower. They definitely affirm my work ethic and keep me and my team in check!! Every review I see from SocialSurvey fires me up to help more families and deliver an amazing experience!"



*Jennifer Ballheimer*

Regional Production Manager,  
Loan Officer

# *Top Performer* **Best Practices Guide**

Owning a home is still the American Dream. Mortgage companies and their loan officers are at the forefront of making this dream come true for millions of Americans every year. To be successful, they have to deliver an excellent customer experience regardless of housing market fluctuations or state of the economy. But success comes with challenges. In many cases, although loan officers recognize the importance of self-marketing, they have little time to dedicate to nurturing customer relationships, and most importantly, generating “word of mouth” referrals for new business.

A strong referral network is still critical to the success of individual loan officers and the branches where they work. Today, traditional “word of mouth” has evolved into “online reviews” and feedback from online customer surveys are essential to digital marketing in the mortgage industry. While a mortgage company may have a national brand, their loan officers at each location still have to compete and win locally to succeed.

One thing all the 2019 Top Performers have in common is SocialSurvey, a fully automated experience management platform that captures the voice of the customer and empowers loan officers to easily personalize the customer experience. The platform is built around the company’s customer experience (CX) 2.0 methodology and leverages the power of online surveys and reviews to help loan officers and the companies they work for become the most prominent, local and relevant option when people search on keywords like “mortgage”. The result: new performance milestones for loan officers that translate into positive business outcomes.

## Thinking Differently About Customer Experience

When it comes to managing their online presence and reputation, businesses face many challenges. Maybe they have a low number of reviews online or poor ratings on Google My Business or Facebook. Maybe their Net Promoter Score® (NPS) is low or their business listings and the supporting location data are inaccurate. This is all part of a bigger picture than spans culture, brand, reputation, retention, recruiting, loyalty, engagement and behavior.

The problem today is that very few businesses see this as one connected problem to solve. Instead, they focus on the pieces, not the whole, and build a patchwork of “solutions” in an attempt to gain some control. The result: multiple, disconnected software applications and siloed data-at-rest.

The solution requires a shift in thinking and looking at customer experience as a broader solution that can – and should – span an entire business. That’s because every department in a company is impacted by CX. In the near future, the ability to drive engagement and behavior with automation will be critical. To do that, instead of focusing on piecemeal, box-checking solutions, leaders will be using a comprehensive platform that includes reputation, employee engagement, search optimization, reviews, listings, websites, marketing, compliance, AI and more.

Much of this functionality is available in SocialSurvey’s experience management platform. In contrast, to box-checking, piecemeal solutions, the platform is built around CX 2.0, a methodology that

puts data in motion to drive business outcomes. This is an important shift—from data at rest sitting in a report waiting for someone to read and react—to data in motion, driving real-time improvement.

So what practical steps can you take today to improve your customer experience so you can make the Top 10 list next year? The first and most obvious step is to focus on CX. If it's not a priority now, when will it be? The truth is that if you don't act now, you are digging an even deeper hole and will be further behind tomorrow because other mortgage companies are doing it – and as the 2019 Top Performers Awards show, many of them are doing it very well indeed. Even better, from a reputation standpoint, you can measure the results of any investment you make and any action you take because so much quantitative data is available.

There's never been a better time to think about connecting data to behavior and business outcomes through automation.

*Here's how to get started.*





*Design Your Own*  
**CX 2.0 Strategy by  
Following 9 Simple Rules**

So how do you evolve from where you are today into a modern, agile CX 2.0 business? It's a lot easier than you think. You just need to follow 9 simple rules.



## **Rule #1**

### **Focus on the most Impactful Interactions**

Most industries have about 10 key customer journeys. Assuming there are 5-10 interactions within each journey, map these critical journeys and human-to-human interactions and focus on the most impactful ones. A customer walking into a mortgage company and interacting with a front desk administrative assistant is a human-to-human interaction, but focusing on that won't move the needle. A place to focus a campaign would be on improving the quality of the agency experience.

## **Rule #2**

### **Start with Behavior**

Behavior is everything. One way to influence behavior is through gamification and focusing of four behavioral drivers: ego, compensation, competition and accountability. Feedback that focuses on individual performance and then alerts the individual on every response will improve customer experience immediately (ego). Measure and reward employees for the behavior you want: showing up on time, response rates, contact data, etc. (compensation). Rank employee performance, create fun competition, and share results through an experience dashboard to motivate employees to do better (competition). Send surveys immediately after service delivery and if the customer is upset, escalate it, fix the problem and make them a promoter (accountability).

## **Rule #3**

### **Know and Drive Business Outcomes**

You need to put data in motion and drive behavior that creates a virtuous cycle of great business outcomes. Your situation is unique so work to understand the outcomes you want to drive at the beginning.

## **Rule #4**

### **Wherever Possible, Automate**

Automation maximizes results and luckily, many areas of a campaign can be automated including: review requests, third-party sharing, scorecards, business listings, monitoring, as well as audience building and retargeting. A good CX2.0 strategy is mostly an automated engine.

## **Rule #5**

### **Escalate and Resolve Issues**

A customer choosing you does not automatically lead to satisfaction at the end of the transaction. The way you handle what happens next is extremely important. As hard as you may try to WOW every customer, unhappy customers are inevitable. Use automation and manual workflows and seek to turn every unhappy customer into a future repeat customer. Give customers a forum to tell their story and a way to feel like they have been heard. Then, as quickly as possible, fix the problem.

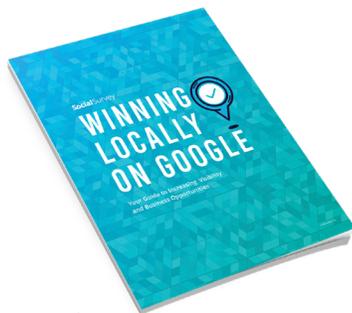
## Rule #6

# Manage Content and Consistent Data

Think of Google as a referral partner who drives both local and organic search results through an algorithm. The goal is to provide the best answer when someone goes online and uses its search engine based on three factors:

- **Relevance** – How accurately your local listing matches what someone is searching for
- **Prominence** – How well-known your business is based on links, article and directories
- **Distance** – How close each potential search result is from the location (or Google’s knowledge of the location) for the person searching.

To win locally with Google you must (1) have Google My Business location pages, (2) publish consistent location data everywhere, (3) publish the same name, address, phone number (NAP) data on your website for each location in addition to having rich content about your products and services, (4) collect and share reviews, and (5) create high quality backlinks driving relevant traffic to your domain.



For more detailed information about how to win locally on Google, go to [try.socialsurvey.com/google-ebook/](https://try.socialsurvey.com/google-ebook/) to download our free eBook.



## **Rule #7**

### **Collect and Share Feedback**

Getting found online happens through consistent data on listings and citations. Ranking higher in search and beating your competitors so you can get chosen is achieved by properly collecting and sharing the voice of your customers, everywhere. When building a sharing strategy, focus on reviews on your website, Google, social media and third-party websites, as well as replying to reviews and links.

## **Rule #8**

### **Create a Virtuous Cycle**

In every circumstance, your CX 2.0 strategy should create a virtuous cycle. For example, improved employee behavior leads to better customer experiences and data. Happier customers are more engaged and willing to leave feedback at scale, which can be shared to power online reputation. Happy customers can be added to custom audiences, retargeted, and added to rewards programs to improve marketing and loyalty outcomes. Happy, more engaged customers always lead to happier employees, which will greatly improve recruiting and retention outcomes. Finally, happier employees deliver great service and start the cycle again, and again, and again. Start with behavior and end with behavior. When designing your strategy, focus on being automated, immersive and creating a virtuous cycle.



## **Rule #9**

### **Make Data-Driven Decisions**

While the focus is on using CX data to drive behavior and power business outcomes, you can't ignore the data. An engaged employee will help create two to three times the survey responses and customer insights. This will give you way more data to analyze. Also, don't ignore data that is available from the other channels. And use this data to make bottom-line impacting decisions.

# *A Sample* **CX 2.0 Plan**

Using SocialSurvey's experience management platform and CX 2.0 methodology, here is a sample plan that any mortgage company could follow:

## Key Point of Contact

Identify a key point of contact within your company and a dedicated resource to manage and move workflows, as well as add, remove and train users.

## Company Hierarchy

Add all agents, locations, regions and corporate offices, along with all marketing and CX leaders, into the campaigns and alerts.

## Automate Data Connections

Connect SocialSurvey to your loan origination system. At funding of the loan, automatically request feedback from the customer on behalf of the loan officer.

## Survey Build

When the loan closes, send a personalized survey to the borrower aliased from their loan originator. Ask survey questions specific to the items completely in the loan officer's control. Any additional questions (non-loan originator specific) should be excluded from the loan originator's rankings.

## Partner Surveys

At funding, also automatically request feedback from real estate agent partners to enhance existing relationships and create new ones.

## Share Reviews

Connect to company websites, social media pages and relevant third-party reviews sites (focusing on Facebook, Twitter, LinkedIn, Zillow and LendingTree for all loan officers, branches, regions and corporate locations.) Build workflows that will allow sharing to all possible loan originator profile pages and location and company pages.

## Third-Party Reviews

Ask all customers to write additional third-party reviews using a flexible workflow on sites like Google My Business, Better Business Bureau and Credit Karma.

## Reply to Reviews

Pull all reviews from all locations, such as Google and Facebook, into a single dashboard so your team can easily monitor and respond.

## Dashboards

Develop an agent, branch, region and company dashboard for real-time stats, leaderboards and sharing. Create quick edits, bulk edits and quick add features for your management team.

## Drive Competition

Create a loan officer scorecard and real-time leaderboard to include customer satisfaction rating, volume of reviews and completion rate. Rank agents and include ranking offset for completion percentage.

## Resolution Workflows

Develop unhappy customer workflows that automatically apologize, collect feedback and escalate issues to location, region and corporate managers. Ideally, notify your customer care team and map the transaction ID so they can easily pull file notes prior to calling the customer.

## Location Data

Use Google, Yelp, Facebook and Infogroup APIs to manage all locations' NAP data (citations) across 100+ Tier 1 and Tier 2 websites.

You can see the above plan meets and follows the CX 2.0 rules closely. This exercise is important when building your strategy. Always match your outcomes and execution plan to the 9 rules. Every business is different, and you may not be able to start with full adoption and/or a complete strategy. But where possible, require that:

- 1. Every interaction be measured**
- 2. Every relevant employee is a part of the program**
- 3. Every relevant location is included**
- 4. Reviews are never deleted unless they are actually abusive**
- 5. The data connection is automated so it is consistently implemented**

## *About* **SocialSurvey**

SocialSurvey was founded in 2015 as a reputation management company, with mortgage as its beachhead vertical. Since then, the company has expanded its cloud-based software and today provides an integrated experience management platform that includes a variety of products.

- **Online Reputation Booster**

Collect and share the true Voice of your Customer (VoC) with SocialSurvey's fully automated reviews product. Boost customer satisfaction, online reputation, SEO and grow your bottom line.

- **Listings Manager**

Boost your brand nationally and win locally by managing public data about your company. Google rewards listings consistency and SocialSurvey makes that easy.

- **Social Media Monitor**

Easily control and manage your brand's digital online presence. Monitor connects to social channels of users, branches, regions and your company to automatically flag posts with certain keywords so you can take action.

- **Employee Engagement Tracker**

Drive employee engagement and behavioral change by collecting customer feedback. Use that data to improve the customer experience and bottom line.

- **Workforce Manager**

Use this automated survey tool to resolve issues with unhappy employees while making it easy for happy employees to leave reviews and ratings online.

# *Built for the* **Mortgage Industry**

The platform's hierarchy and the ability to manage at the loan officer, branch, region and company level was literally built for the mortgage industry. Automated workflows and API connections enables companies to collect customer feedback to make data-driven decisions, all while engaging employees and powering better business outcomes.

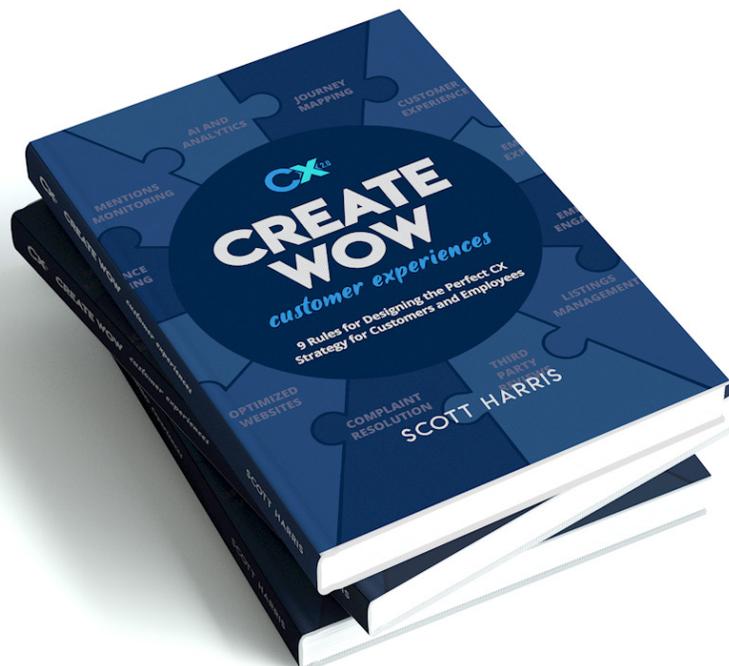
Mortgage companies have national footprints, but very localized brands. SocialSurvey helps lenders win in their local markets by collecting feedback, sharing this feedback socially on sites like Google, Facebook, Twitter, and LinkedIn, and linking back to the lender. Sharing the voice of the customer (VOC) everywhere enables our clients to dominate local search for keywords like "mortgage."

Today, SocialSurvey ranks #1 in experience and reviews management for the mortgage industry. We now serve more than 300 lenders across distributed retail, direct-to-consumer, wholesale, correspondent, servicing and other channels. SocialSurvey's partnerships with Mortgage Coach, MBS Highway, LendingTree, and SimpleNexus help us ensure VOC is used to maximize conversion and new customer acquisitions.

# Want to Improve your CX?

Want to know how your company ranks online against three similar mortgage companies across six critical parameters so you can start planning your CX strategy? Contact +1 (888) 701 4512 to schedule a complimentary CX Audit with one of our experts.

To learn more about how to design the perfect CX 2.0 strategy, please visit [Amazon](#) to order your copy of the book "CX 2.0 - Create WOW Customer Experiences" authored by SocialSurvey CEO Scott Harris.



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