

# 2023

Presented by  **BAC**  
Broker Action Coalition

 **RESEARCH**  
**POLYGON**

# BROKER IMPACT STUDY

EXPLORATION OF THE THIRD PARTY ORIGINATIONS CHANNELS: CUSTOMER BASE, COSTS TO BORROWERS, AND RISKS

## FIRST-TIME HOMEBUYERS

This study empirically proves that Third-Party Originators (TPO) are the best option for First-Time Homebuyers, as they **service the most First-Time Homebuyers** while providing them with the **most options and savings** on their mortgages in consideration for their average credit scores.



**2.2M**

First-Time Homebuyers in 2022



**26%**

Of all US Homebuyers were First-Time Homebuyers in 2022

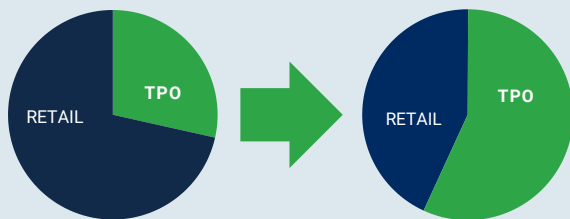
Source: Polygon Research - First-Time Home Buyers in 2022, 2022

## BROKERS HELP MORE FIRST-TIME HOMEBUYERS

Despite having a significantly lower share of the total housing market, the TPO channel services the majority population of First-Time Homebuyers with their mortgages.

The TPO channel's total housing market share was **28.5%** in 2022

The TPO channel serviced **56.8%** of all First-Time Homebuyers in 2022



**vs.**



Brokers offer varied products from **70+** Wholesale lenders, and additional homebuying programs & resources.

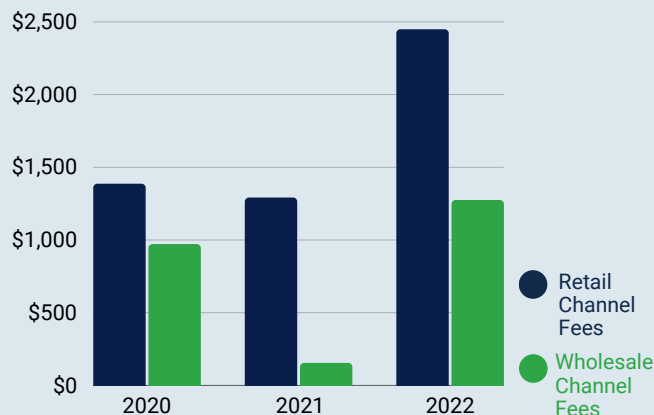
Retail banks are only able to offer from the line of lending products that their organization provides.

The TPO channel services an increasingly higher market percentage of First-Time Homebuyers every sequential year since 2016. By comparison, in 2022, the **Retail channel serviced the least First-Time Homebuyers in 7 years.**

Source: Polygon Research - TPO Study, 2023

## >700 CREDIT HOMEBUYERS SAVE MORE WITH BROKERS

Homebuyers with credit scores >700 save avg. **\$1,147** on fees vs Retail



Source: Polygon Research - TPO Study, 2023



Of the 2.2 million\* FTHB homebuyers with >700 credit in 2022, that's

**\$2.6 BILLION**

In potential upfront savings.

Source: Fannie Mae Economic and Strategic Research Group, 2023



**BAC**  
Broker Action Coalition

**BROKER ACTION COALITION**  
501(c)(4) ORGANIZATION

The Broker Action Coalition (BAC) is the **grassroots advocacy network** initiating open communications between mortgage brokers, homebuyer advocates, and their legislators.



**2.5M+**

Miles Traveled for  
Advocacy Efforts



**55K+**

Letters Sent  
to Legislators



**350+**

Legislative  
Meetings Attended



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