

2023

BROKER IMPACT STUDY

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

MINORITY HOMEBUYERS SAVE WITH BROKERS

Brokers serve a proportionally higher percentage of minority homebuyers when compared to all other homebuying options on the market. Brokers save minority homebuyers more money per origination than any other homebuying option. This market presence and level of service prove that Brokers are the best option for minority homebuyers.



Brokers serve more underserved homebuyers than Retail.

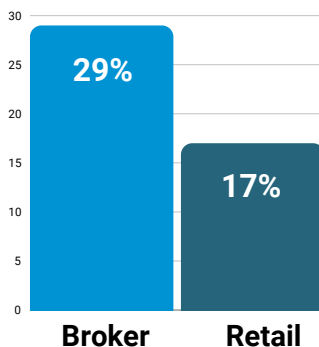


Underserved consumers save the most money with Brokers.

MORE BROKERS = MORE SAVINGS FOR UNDERSERVED CONSUMERS

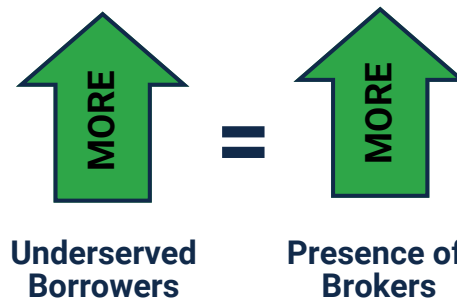
On average, **29%** of loans originated by Brokers served minorities versus **17%** for Retail.

Loans Originated for Minority Homebuyers



Source: Federal Financial Institutions Examination Council, HMDA Loan/Application Records, 2022

MINORITY-POPULATED AREAS & BROKERS



The higher the percent of minority residents in a market area, the higher the presence of the Wholesale Channel.

Source: Polygon Research - TPO Study, 2023

THE BROKER CHANNEL IS LESS EXPENSIVE FOR UNDERSERVED CONSUMERS

Brokers **save consumers more money** per origination than any other channel with the average savings over \$10,000.

\$9,684

Interest Savings

\$1,150

Avg. Fee Savings

Underserved Homebuyers w/ >700 Credit Scores

Source: Polygon Research - TPO Study, 2023

\$10,834

**AVG. TOTAL SAVINGS
FOR UNDERSERVED CONSUMERS**



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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