

# Maximizing Mortgage Leads: Market Variability and an Industry Constant Flux

## MODERATOR:

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## SPEAKERS:

- Erin Lantz, Director, Mortgage Business, Zillow
- Owen Raun, Senior Production Manager, Patriot Bank Mortgage Inc.
- Philip Kneibert, President and Managing Member, Mortgage Lenders of America

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## What's Important to Lenders?

- Cost Per Closed Loan
  - not lead cost
- Contact Rate
  - live, interested leads
- Low 'Fake' Rate
  - should have return policy
- A Strategy to Adapt as the Market Changes
  - move to purchase and non-QM products

**Now let's hear from our  
industry experts.**




# Feel Free to Call with Questions

**Keith Luedeman**

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