

# Prospectus

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## FHA Lenders 2009 Database

### FHA Loan Production By Lender, With Wholesaler Contact Information

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# SUMMARY

**In 2009, FHA lending expanded again.** As was true in 2008, the FHA loan business was the big growth field in mortgage loan production.

**We have created a new data product that not only reports all the 2009 action by lender – but also gives you a way to reach out to the brokers and correspondents who help fuel this business.**

We call the product the **FHA Lenders 2009 Database**. It's delivered as an easy-to-use Excel spreadsheet – which we can email to you immediately.

**The database has the following information:**

- **We cover 10,029 lenders by name in the database – from giants like Wells Fargo all the way down to firms that produced just one FHA loan in 2009.**
- **For each lender, we have calculated total numbers and dollars of FHA single-family loans produced in 2009, using HUD's own records.**
- **We identify lenders by type. Independent mortgage brokers and depository institutions that act as brokers are separately identified.**
- **Uniquely, we have included the full headquarters mailing addresses – and telephone numbers – of each FHA lender and broker.**

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If you have (or want to start) a wholesale channel FHA business, our database provides the address and phone information you'll need to reach out to the independent and depository institution brokers.

**Equally important, you can use the 2009 loan production data to contact wholesale providers selectively. Pick the ones that matter.**

**Further, if a wholesale provider is big in FHA loans, they are probably big as well in conventional loan production.** So, even if you are not in the FHA business, you can use the data to build wholesale business.

<p><b>And – if you have <u>no interest</u> at all in wholesale loan production – the same database is still useful.</b></p>
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**Benchmark your FHA volumes against competitors.** See numbers and dollars of 2009 FHA loan production at any company, average loan sizes, and retail vs. broker production volumes. Insert a column and use it to compute percentage market shares.

This Prospectus tells more about the database. An Order Form is enclosed or available on our web site. Thanks.

# HIGHLIGHTS

## First-Ever Contact Information

As far as we know, no one has ever before put together a comprehensive database of mortgage lenders that includes all their mailing addresses and headquarters telephone numbers.

**Of the 10,029 lenders in the database, more than 7,000 are identified as "correspondents" by HUD – meaning they are not allowed to underwrite or service FHA loans.**

The loan brokers are called "non-supervised correspondents." Depository institutions that must originate for others are called "supervised correspondents." Each such firm is clearly identified in our database.

**This means you can use the loan volume data to rank-order wholesale loan providers by size. Then, use the phone numbers and addresses to reach out to them. Might as well begin with the bigger ones.**

**If you don't buy FHA loans – but do buy conventional loans wholesale – the database is still important.** Chances are, if a wholesale provider is big in FHA, they do a lot of conventional loans as well!

## Loan Production Details

We cover 10,029 lenders (from the industry giants down to the tiniest). For each of them, we show the following single-family FHA statistics:

1. Numbers and dollars of FHA loans produced in 2009, combining those self-originated (retail) plus those acquired from wholesale brokers.
2. **Breakout #1:** Numbers and dollars of FHA loans produced in 2009 that each lender funded directly.
3. **Breakout #2:** Numbers and dollars of FHA loans produced in 2009 that were funded by "sponsors" (in FHA parlance, the "sponsor" underwrites and funds the loan, meaning wholesale business). **Use these breakout data to spot the biggest brokers.**
4. **Breakout #3:** Numbers and dollars of FHA loans that a lender acquired from a wholesale broker in 2009.

We also show average originated loan size. **And if you want to compute percentage market shares** of total FHA business, it's easy in Excel. Simply total the numbers at the bottom and insert a column to hold a computed value (the lender's production as a percent of the total at the bottom).

## Sorting Through Broker Confusion

There aren't as many mortgage brokers as there used to be. Still, thousands exist. **Sorting through the look-alike names, and separating big from small producers, used to be a nightmare.**

Using the **FHA Lenders 2009 Database**, you'll find that the biggest broker was **Allied Home Mortgage Capital Corp. of Houston**. This outfit produced 9,348 FHA loans worth nearly \$1.6 billion.

There's another Allied – namely Allied Mortgage Group Inc. – in Bala Cynwyd, PA. They fund loans, and also act as brokers – but do a lot less total volume than the firm in Houston.

And there's still another firm with the same name – Allied Mortgage Group – in Blue Springs, MO. They brokered only 279 FHA loans in 2009. Smaller yet: Allied Mortgage of Pikesville, MD (only 71 FHA loans brokered).

**With the spreadsheet, you can distinguish all these "Allieds," rank them and everyone else by size, call any of them immediately using the phone numbers we supply, or mail them your specs using the full mailing addresses we provide.**

**Confusion? Gone.**

## Special Projects: More Can Be Done.

The **FHA Lenders 2009 Database** is large "as is." But much more can be done with the FHA data we've amassed.

**Geographical analysis:** We can compute total 2009 FHA loan volume by state, by metro area, by county, or even by zip code, with average loan sizes.

Utilizing our FHA data from 2008, we also can show one-year volume growth rates – again by state, metro area, county, or zip code.

**Or, if you are a large funding lender, you may wonder where your peer competitors are getting their loans.** We can identify the specific 2009 volumes that each major lender obtained from each named broker.

And you can flip that around. For each broker, we can identify the funding lenders they did business with, and how much business.

**Some lender credit risk analysis also can be done.** We know the interest rates on every FHA loan produced, so we can identify higher-rate lenders and brokers and lower-rate lenders and brokers.

Just give us a call about any special research project you might have in mind: 908-852-7677. Ask for SMR President Stu Feldstein or Data Services Director Stephanie Rady.