

# LendersBenchmark

*Real-time Analysis & Benchmarking*

Don't wait months for data to trickle in before understanding your relative performance! Leverage near "real-time" feedback on your performance while there is still time to impact outcomes.

## WHAT IT INCLUDES

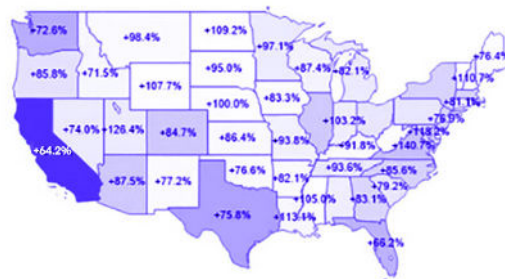
Our **LendersBenchmark** platform and data consortium deliver actionable insights across your organization:

- **Pricing** – Competitive Price Position | Volume Response to Pricing Strategy
- **Production/Sales Productivity of Sales** – Locations & Resources | Growth Potential
- **Product Management Product** – Opportunity Identification | Product Structure Insight
- **Risk Relative Risk** – Profile of Origination Activity | Adverse Selection Assessment
- **Operations** – Underwriting Efficiency | Effectiveness at Closing Loans
- **Marketing** – Relative Measurement of Campaign Effectiveness | Better Understanding of Customers
- **Finance** – Leading Indicator for Forecasting Performance to Plan

## DELIVERS INNOVATIVE, STRATEGIC INSIGHTS

Gain specific insights to competitive performance and market trends through our client sourced model.

Market Share	Production	Production Change
<b>6.3%</b>	<b>\$2,120M</b>	<b>Δ10.9%</b>
Δ0.5pts (Share Change)	\$31,404M (Peer)	Δ2.4% (Peer)



Let us help you gain your **competitive edge**.