



ROCKET Mortgage

**Perspective on the Current State of
the Industry**

By: Michael Stidham • August 11th, 2022



Agenda

1. Navigating Through Headwinds
2. Evaluating Staffing Levels
3. Shift from Refinance to Purchase
4. Housing Supply Shortage
5. Expanding Your Ecosystem

Navigating Through Headwinds

March 2020

COVID-19 hits and the federal funds rate drops to around 0.125%

January 2022

Rates begin to climb

July 2022

Federal Reserve raised rates another 75 basis points

December 2020

The average rate for a 30-year around 2.9%

June 2022

Federal Reserve raised rates 75 basis points

Evaluating Staffing Levels

- The mortgage industry is cyclical with many ups and downs
- No licensee is immune to a market downturn
- Some licensees are making the difficult business decision to trim their workforce
 - Career Transition Package
 - Outplacement Services



Shift from Refinance to Purchase

A hand holding a set of keys in front of a house. The house is a two-story white building with a red roof and several windows. The hand is holding a set of keys, including a large silver key. The background is a soft-focus outdoor setting with greenery.

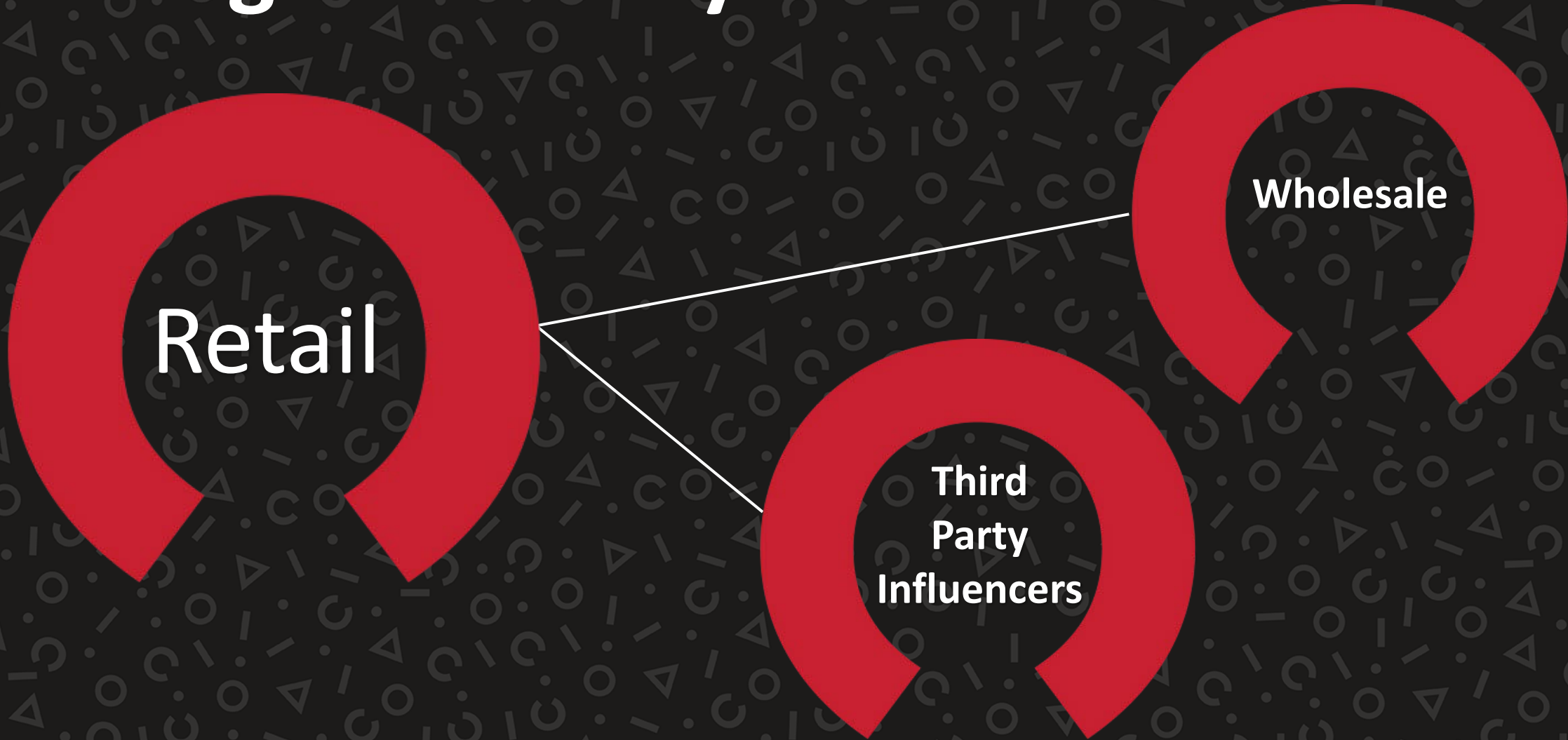
- **Changing the mindset of your MLOs**
- **Working with Real Estate Agents as clients**
 - **Re-establishing or developing relationships**
 - **Meeting and exceeding expectations**
 - **Providing visibility and transparency**

Housing Supply Shortage

- Since COVID-19, builders are having a difficult time finding workers and subcontractors
- Builders are experiencing supply chain issues in building materials
- The U.S. is more than 3 million homes short of the demand from would-be homebuyers
- First-time homebuyers are getting squeezed out by investors and cash buyers



Expanding Your Ecosystem





Questions?