

# What do real estate brokers and agents *really* want from lenders?



**40%**

of agents and brokers are **less likely** to pursue a mortgage partnership in light of current regulatory changes.



**77%**

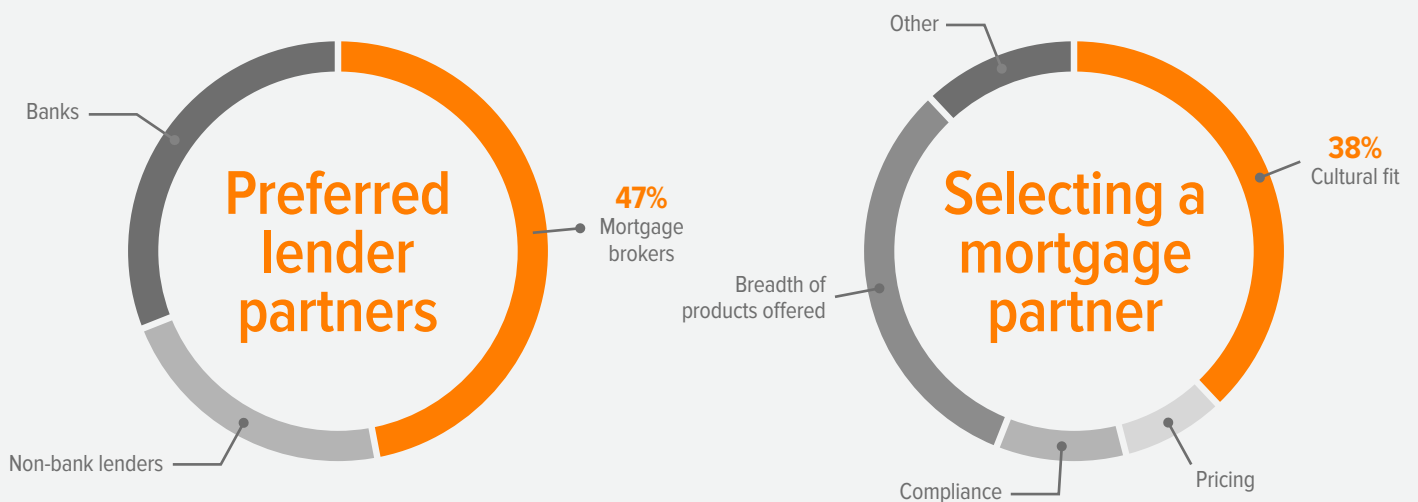
of agents and brokers only have **one** lender partner they regularly refer clients to.



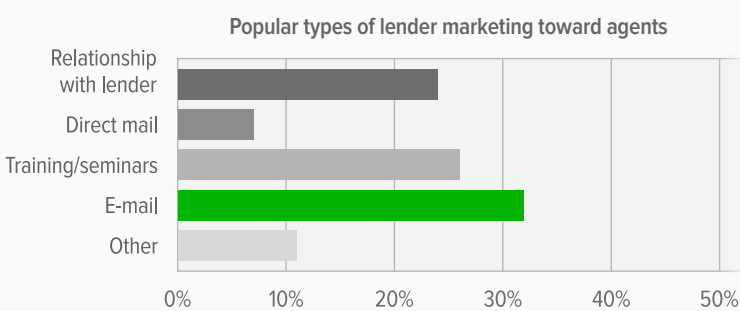
**59%**

of agents and brokers rank **speed** as the highest factor in determining whether or not to recommend a lender to a client.

## Agent and broker priorities



## Lender marketing

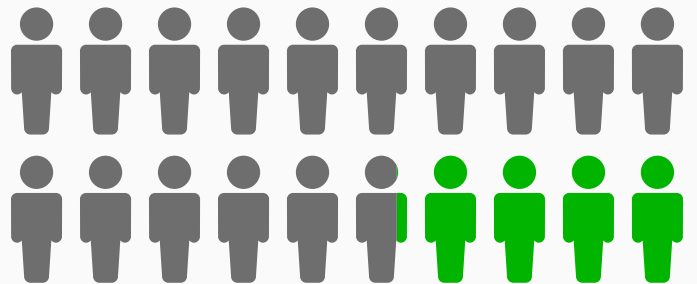


**32%**

of agents and brokers rank **e-mail marketing** as most popular form of lender marketing, followed closely by training and seminars and a relationship with the lender.

**79%**

of agents and brokers said they **do not receive leads** from lenders. Of those, 74% would like to receive more leads from lenders they know, trust, and have property vetted.



STATISTICS PROVIDED BY:

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"What real estate brokers and agents want from lenders: Winning referrals in a changing market"

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