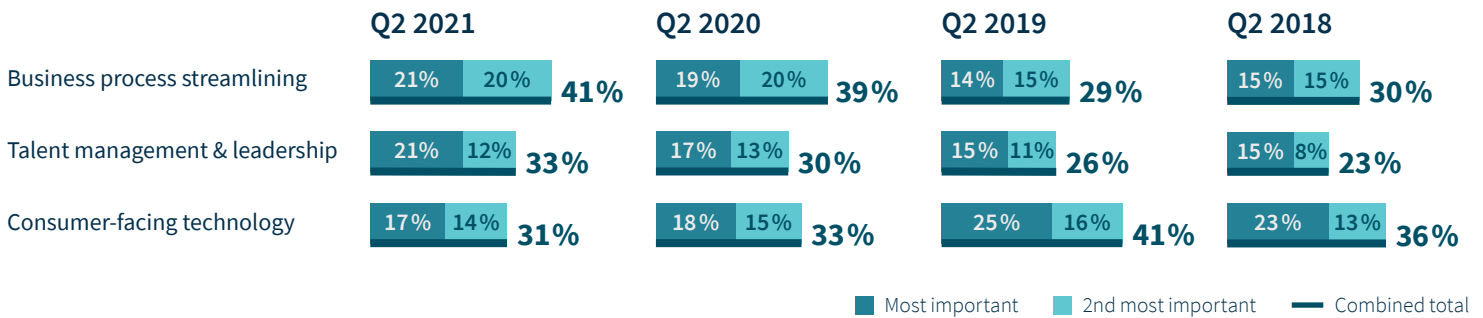


# Mortgage lenders elevate the importance of talent management post-pandemic

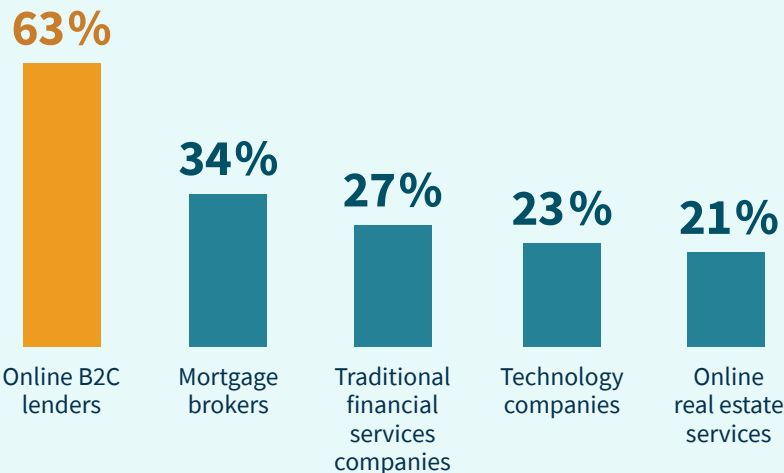
Our Economic and Strategic Research (ESR) Group conducted a study of senior mortgage executives to better understand their lending institutions' top business priorities for 2021. Lenders once again cited business process streamlining and consumer-facing technology as two of their top three priorities. However, perhaps in part due to the impact of the pandemic and lenders' need to adopt new workplace strategies and manage increasingly distributed workforces, talent management and leadership moved up to the second spot.

## What were the top business priorities for lenders?



## Lenders' biggest perceived competition\*

\*Percentages represent sum of top two types of competition identified by lenders surveyed.



## Top strategy to prepare for a heavier purchase market

(Combined % most important + second most important strategy)



Hear more from our **research team**, or read the **full findings of our Survey**.

Led by Senior Vice President and Chief Economist Doug Duncan, our **Economic & Strategic Research (ESR) Group** studies current data, analyzes historical and emerging trends, and conducts surveys of consumer and mortgage lender groups to provide forecasts and analyses on the economy, housing, and mortgage markets.