FROM GAPS TO GROWTH:
Episode 4

RETHINKING MARKETING STRATEGIES

July 22, 2026

Driven by Data

Presented by:
Laird Nossuli, CEO
Bernard Nossuli, COO

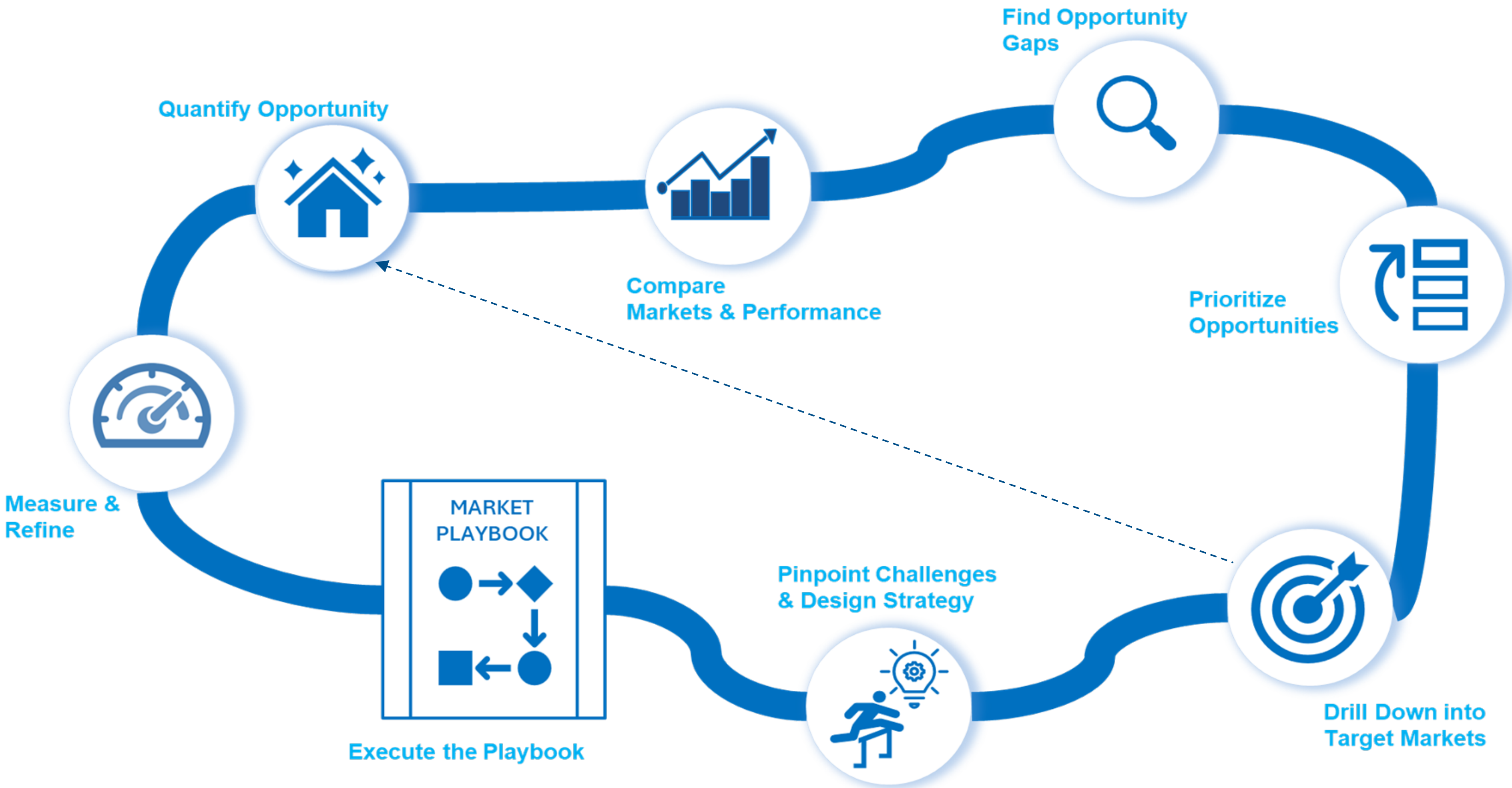
TOPICS FOR DISCUSSION

1. Welcome and Intro
2. Gaps to Growth Roadmap Recap
3. Redefining Marketing
4. Marketing Basics
5. Partner Marketing

iEMERGENT

WHERE ARE WE?
REVISITING THE ROADMAP

OPPORTUNITY ROADMAP



MORTGAGE OPPORTUNITY RECAP

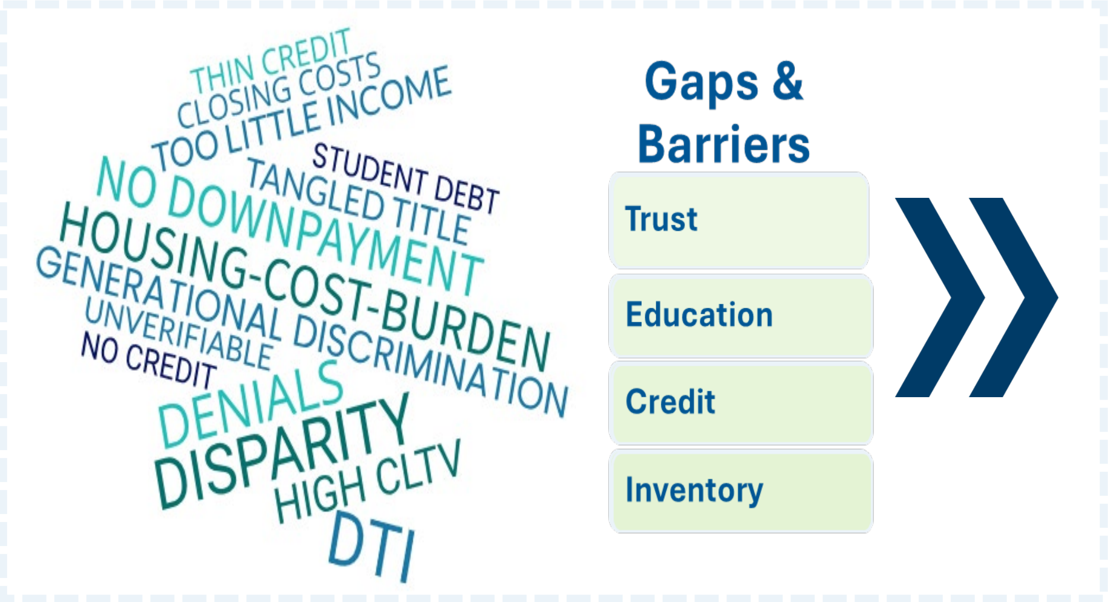
Discovering New Opportunities

Uncovering Missed Opportunities

- ➔ Opportunity can be quantified **in loans, dollars, growth, share, and segment penetration.**
- ➔ Every market has a different **mix of borrowers, products, affordability pressures, and growth drivers.**
- ➔ Every lender's opportunity is different because capture depends on **product fit, coverage, execution, and conversion**.
- ➔ Past production shows where lending has happened; **forecasts show where demand is heading.**
- ➔ Turning gaps into growth starts when you **identify specific, actionable opportunities by place, borrower segment, product, and strategy.**

MORTGAGE OPPORTUNITY RECAP

OPPORTUNITY IS EVERYWHERE



→ **Every** community has people and families who are not being served.

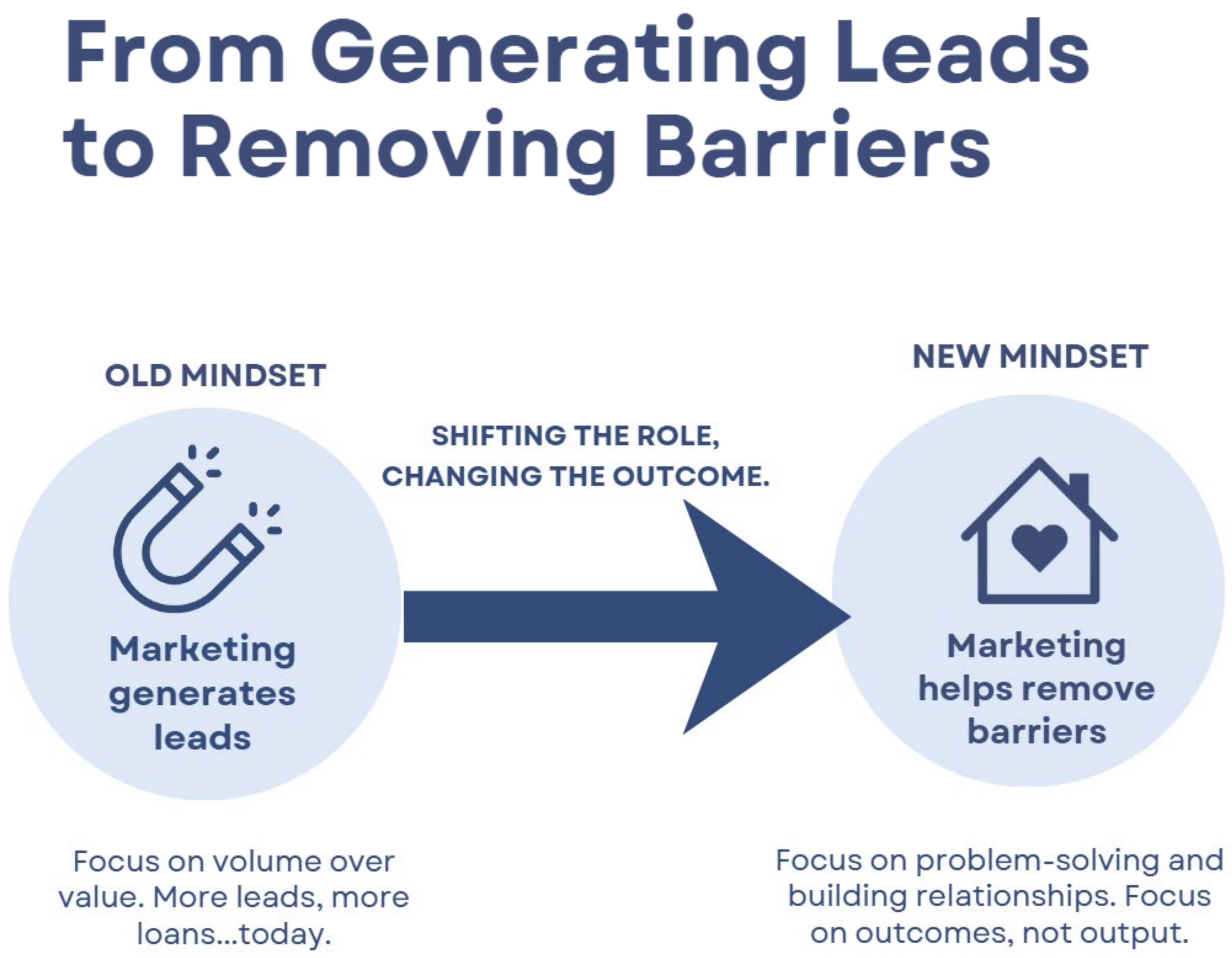
→ **Every** market contains unmet demand.

→ **Every** lender has invisible gaps in coverage.

RETHINKING MARKETING

Marketing's true impact isn't just attracting attention—it's helping people move forward.

- ➔ Marketing is BIGGER than lead generation
- ➔ Marketing is NOT persuasion…it's problem-solving



BORROWER-CENTERED STRATEGY

Meet people where they are on the homebuyer journey, bringing clarity and confidence.

- ➔ Borrowers in the same market are not necessarily at the same stage, facing the same obstacle or seeking the same solution
- ➔ Marketing's role is to figure out where they are

WHAT IS DATA-DRIVEN MARKETING?

Using data to understand borrower needs, remove barriers and facilitate homeownership (drive production).

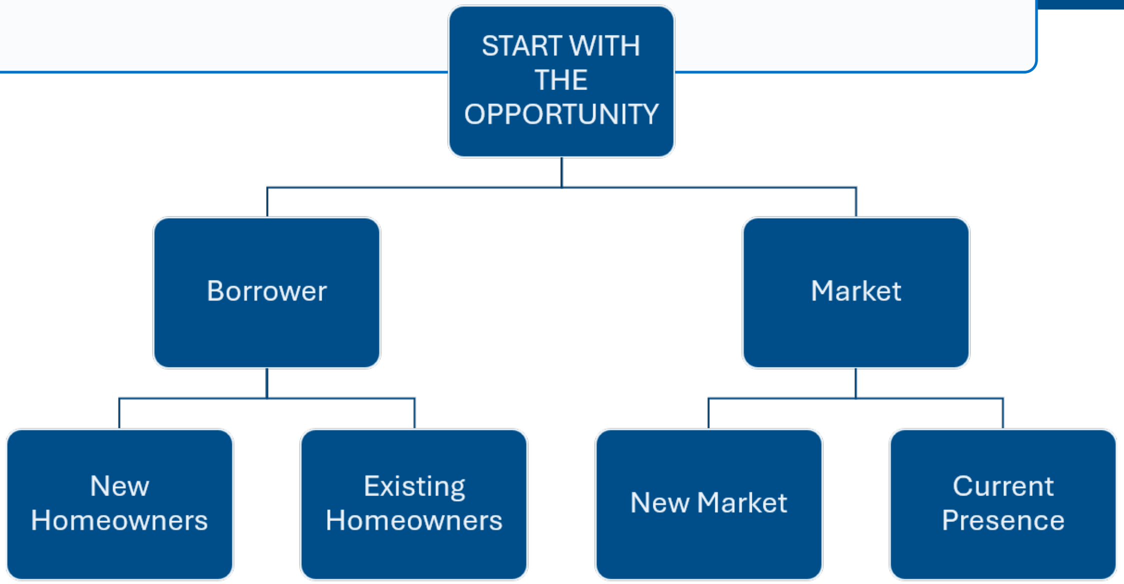
Leveraging market intelligence

Audience identification	Breaking down gaps & barriers	Building awareness & Education	Message and Message delivery	Product communication	Journey support	Partner engagement	Borrower Re-engagement	Measurement

STEP 1: START WITH THE OPPORTUNITY

QUESTION:

WHERE DO I BEGIN?



QUESTIONS THAT YOU NEED TO ANSWER:

- ✓ Which borrower populations are growing?
- ✓ Where will future purchase demand be concentrated?
- ✓ Which segments are underserved relative to their market presence?
- ✓ Which neighborhoods or communities are experiencing changing housing demand?
- ✓ Where do we have a realistic ability to compete?

MARKETING MARKET INTELLIGENCE MATRIX

QUESTION:
WHAT DATA DO I NEED?

If you're trying to understand...	Questions you're asking	Data sources	Marketing/Business Action
WHO	Who should we target? Which borrowers are underserved? Which demographics are growing?	HMDA, demographics, forecasts	Audience selection, segmentation, media planning
WHERE	Which markets? Which neighborhoods? Which branches?	Forecasts, HMDA, ACS, housing market	Geographic marketing, branch strategy, LO deployment
WHEN	Is this person ready today or six months from now?	Borrower journey, fallout, lifecycle, internal CRM	Timing, nurture campaigns, follow-up
WHY	Why aren't they buying? Why are they falling out?	HMDA denial reasons, affordability, DTI, income, home values	Educational marketing, product positioning
WHAT	What product fits? What assistance?	Product mix, competitor analysis, pricing, DPA, FHA/VA	Product marketing
WHO ELSE	Who influences this borrower?	Realtor, builder, employer, nonprofit, referral analysis	Partner marketing

FROM DEMAND TO MORTGAGE OPPORTUNITY

QUESTION:
HOW FAR AWAY IS THE START OF THEIR JOURNEY?

Households

Households that Apply

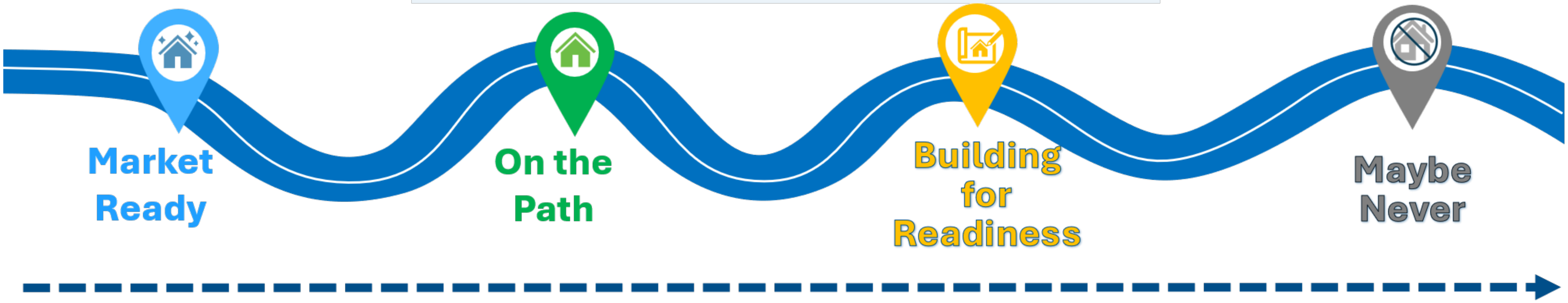
Approved Applications

Loans Originated

Message to Avoid:
NO

Message to Share:
NOT YET

HOMEBUYER READINESS CONTINUUM



ONE MARKET, MANY BORROWERS

QUESTION:
WHAT DATA DO I NEED?

If you're trying to understand...	Questions you're asking	Data sources	Marketing/Business Action
WHO	Who should we target? Which borrowers are underserved? Which demographics are growing?	HMDA, demographics, forecasts	Audience selection, segmentation, media planning
WHERE	Which markets? Which neighborhoods? Which branches?	Forecasts, HMDA, ACS, housing market	Geographic marketing, branch strategy, LO deployment
WHEN	Is this person ready today or six months from now?	Borrower journey, fallout, lifecycle, internal CRM	Timing, nurture campaigns, follow-up
WHY	Why aren't they buying? Why are they falling out?	HMDA denial reasons, affordability, DTI, income, home values	Educational marketing, product positioning
WHAT	What product fits? What assistance?	Product mix, competitor analysis, pricing, DPA, FHA/VA	Product marketing
WHO ELSE	Who influences this borrower?	Realtor, builder, employer, nonprofit, referral analysis	Partner marketing

STEP 2: SUPPORT THE HOMEBUYER JOURNEY

QUESTION:
WHERE ARE THEY IN THEIR JOURNEY?

QUANTIFYING FALLOUT

STEP 3: PINPOINT GAPS AND BARRIERS

QUESTION:
WHAT GAPS ARE CREATING BARRIERS TO HOMEOWNERSHIP?

GAPS

BARRIERS ALONG THE WAY

Barriers to Consideration	Barriers Before Purchase	Barriers At Purchase	Barriers During Homeownership
• Lack of knowledge re: where to start • Generational mistrust of banks and housing • Households think homeownership is not attainable • High rental costs and housing cost burdens impede ability to save • Negative societal narrative for lower income households as homeowners • Lack of connection to network of homebuyers	• Misinformation about what is needed to qualify • Systemic and generational income inequality • Down Payment Availability • Lower credit scores or lack of credit history • Being "under-banked" • Programs and resources lack cultural competence • Higher levels of student debt	• Bias in the homebuying search may impede integration or movement out of lower income communities • Cost of credit (high interest rates) • Discrimination in lending may result in less reputable lenders and alternative products with negative terms like pre-payment penalties, interest-only periods, and higher rates	• Homeownership "attrition" challenges when financial hardships occur • Appraisal bias limits access to earned equity • Lower-value, affordable single family homes are often torn down and replaced by more expensive properties • Tangled title issues prevent generations from accessing equity from family home

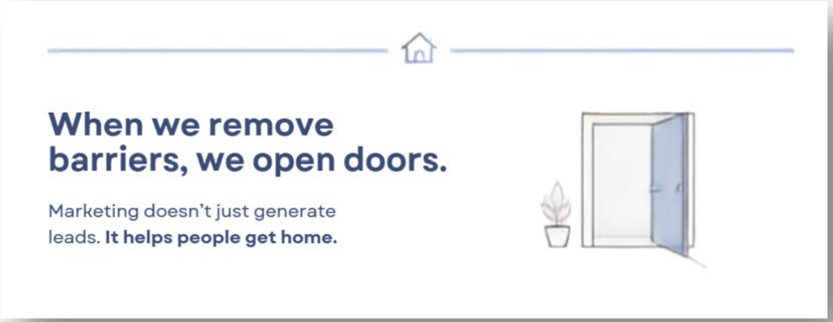
HOW GAPS AND BARRIERS GET IN THE WAY

- ✓ A renter may not realize that homeownership is financially plausible
- ✓ An interested borrower may not understand down-payment assistance.
- ✓ A prospect may assume that imperfect credit automatically disqualifies them.
- ✓ An applicant may withdraw because the process feels uncertain or burdensome.
- ✓ An approved borrower may not find an affordable property.

STEP 3: PINPOINT GAPS AND BARRIERS

QUESTION:
WHAT IS PREVENTING THIS HOMEBUYER FROM MOVING FORWARD?

Borrower Gap	What the borrower is experiencing	Data that helps identify it	Best response
Knowledge Gap	"I don't understand the process." "Homeownership is Not For Me" "I don't think I can buy."	Demographics, first-time buyer patterns, survey data, renter demographics, application penetration	Education, financial literacy, affordability examples, homebuyer journey content
Trust Gap	"I don't know who to trust." "This isn't for people like me."	Community patterns, market penetration, partner relationships, borrower behavior	Community engagement, trusted messengers, testimonials, local presence, culturally relevant communication
Credit Gap	"I don't have enough cash or qualifying income." "My credit or debt is holding me back."	HMDA denial reasons, affordability analysis, income vs. home values, DPA availability	Products, DPA, counseling, budgeting tools, savings pathways; Credit-building plans, coaching, alternative products, longer-term nurture
Inventory Gap	"I can't find any properties that I can afford."	MLS data, HMDA, affordability analysis	Find trusted real estate advisor, search for programs that help with affordability



STEP 4: BUILDING THE STRATEGY

QUESTIONS: WHO AND WHERE DO WE NEED TO FOCUS?

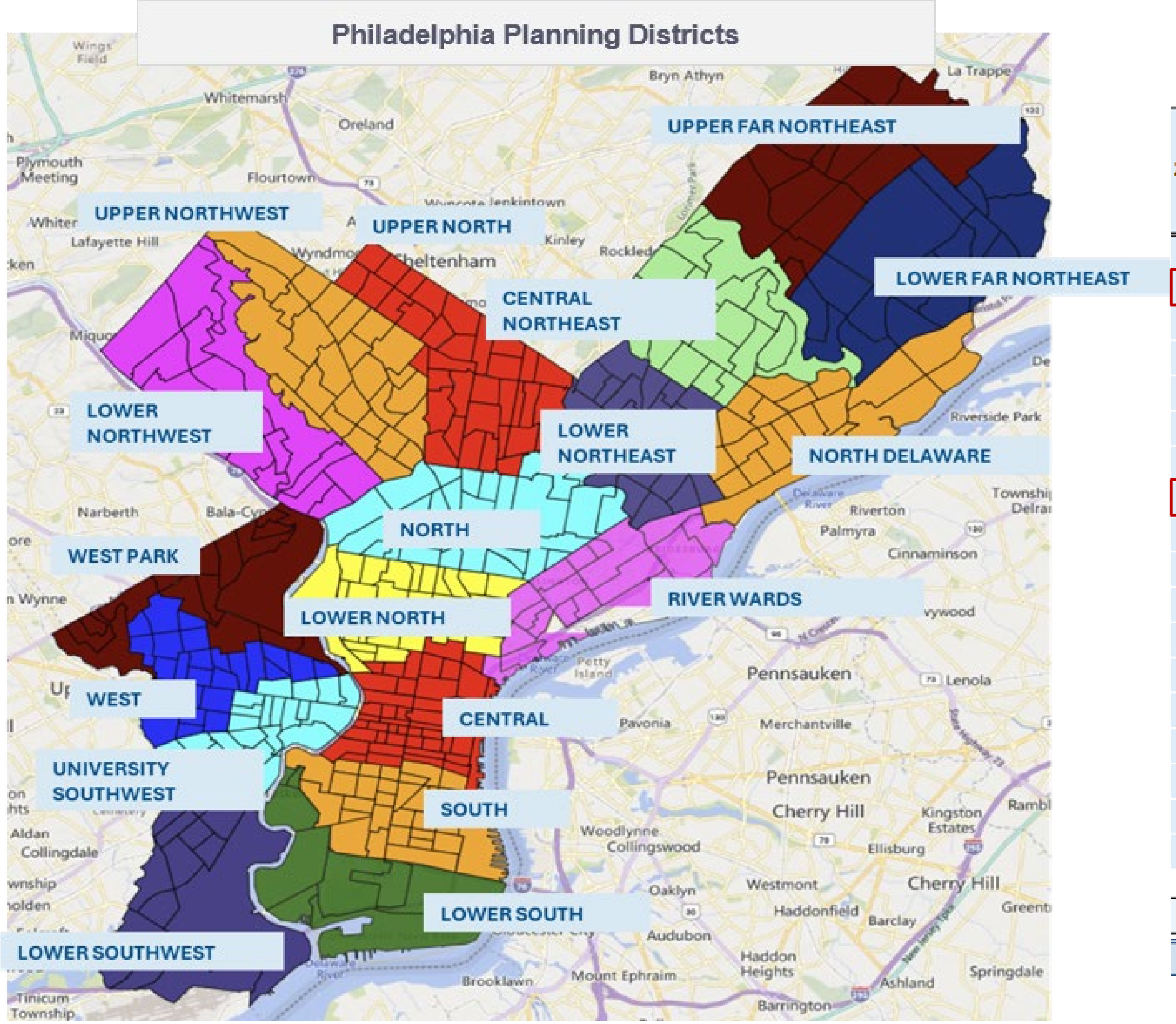
Transition from broad-based marketing to Borrower-Centered Solutions

- → Segment by GAPS, NEEDS, AND IDENTITY
- → One market may need many different messages
- → Match message to journey stage

Audience	• Who is the target?
Gap	• What gaps and barriers are faced?
Solution	• What solutions are proposed?
Message	• What does the borrower need to hear?
Moment	• When should you engage?
Messenger	• Who is best positioned to deliver the message?

STEP 4: BUILDING THE STRATEGY

CASE STUDY: PHILADELPHIA, PA



Zone	HH Pen. Rate						
	Asian	Black	His.	NHW	MMCT	MBHCT	LMIT
Lower Southwest	5%	79%	4%	9%	100%	40%	25%
Lower South	4%	16%	11%	72%	0%	0%	0%
South	12%	18%	8%	57%	48%	28%	28%
Central	12%	11%	6%	68%	12%	10%	8%
River Wards	3%	8%	17%	68%	31%	30%	30%
Lower North	4%	53%	13%	26%	82%	14%	10%
North	3%	46%	45%	6%	100%	15%	15%
Lower Northeast	6%	43%	27%	22%	100%	41%	41%
North Delaware	8%	15%	20%	53%	80%	30%	21%
Central Northwest	12%	18%	14%	53%	43%	42%	35%
Upper Far Northeast	14%	8%	5%	70%	7%	21%	21%
Lower Far Northeast	5%	13%	8%	72%	14%	36%	36%
University Southwest	11%	48%	5%	32%	76%	5%	5%
West	1%	89%	2%	5%	100%	33%	26%
West Park	4%	76%	3%	12%	100%	50%	39%
Upper North	4%	80%	9%	5%	100%	37%	35%
Upper Northwest	2%	64%	3%	30%	78%	23%	20%
Lower Northwest	3%	15%	7%	72%	4%	41%	31%
Philadelphia, PA	***6%***	***35%***	***10%***	***46%***	***55%***	***45%***	***36%***
Philadelphia	**5%**	**20%**	**8%**	**64%**	**30%**	**23%**	**29%**

STEP 4: BUILDING THE STRATEGY

CASE STUDY: PHILADELPHIA, PA

Zone	HH Pen. Rate						
	Asian	Black	His.	NHW	MMCT	MBHCT	LMIT
Lower Southwest	5%	79%	4%	9%	100%	40%	25%
Lower South	4%	16%	11%	72%	0%	0%	0%
South	12%	18%	8%	57%	48%	28%	28%
Central	12%	11%	6%	68%	12%	10%	8%
River Wards	3%	8%	17%	68%	31%	30%	30%
Lower North	4%	53%	13%	26%	82%	14%	10%
North	3%	46%	45%	6%	100%	15%	15%
Lower Northeast	6%	43%	27%	22%	100%	41%	41%
North Delaware	8%	15%	20%	53%	80%	30%	21%
Central Northwest	12%	18%	14%	53%	43%	42%	35%
Upper Far Northeast	14%	8%	5%	70%	7%	21%	21%
Lower Far Northeast	5%	13%	8%	72%	14%	36%	36%
University Southwest	11%	48%	5%	32%	76%	5%	5%
West	1%	89%	2%	5%	100%	33%	26%
West Park	4%	76%	3%	12%	100%	50%	39%
Upper North	4%	80%	9%	5%	100%	37%	35%
Upper Northwest	2%	64%	3%	30%	78%	23%	20%
Lower Northwest	3%	15%	7%	72%	4%	41%	31%
Philadelphia, PA	*6%*	*35%*	*10%*	*46%*	*55%*	*45%*	*36%*
Philadelphia	**5%**	**20%**	**8%**	**64%**	**30%**	**23%**	**29%**

Zone	Homeownership Rate								HO Rate Gap					
	All	Asian	Black	Hispanic	NHW	MMCT	MBHCT	LMIT	Asian	Black	Hispanic	MMCT	MBHCT	LMIT
Lower Southwest	48%	60%	46%	49%	63%	48%	56%	55%	-3%	-18%	-15%	-16%	-8%	-8%
Lower South	56%	61%	8%	11%	70%				-9%	-62%	-59%			
South	60%	75%	45%	32%	66%	56%	58%	58%	10%	-21%	-34%	-10%	-8%	-8%
Central	36%	29%	25%	24%	41%	26%	41%	38%	-12%	-15%	-16%	-14%	0%	-3%
River Wards	60%	36%	31%	45%	69%	52%	64%	64%	-32%	-37%	-24%	-17%	-5%	-5%
Lower North	40%	53%	39%	38%	44%	37%	37%	40%	9%	-6%	-6%	-8%	-7%	-4%
North	53%	61%	49%	56%	59%	53%	50%	50%	2%	-10%	-3%	-6%	-9%	-9%
Lower Northeast	56%	83%	51%	56%	64%	56%	50%	50%	19%	-12%	-8%	-7%	-14%	-14%
North Delaware	64%	86%	45%	54%	70%	62%	64%	68%	16%	-25%	-16%	-9%	-6%	-2%
Central Northwest	53%	78%	31%	38%	60%	54%	43%	43%	18%	-29%	-22%	-6%	-17%	-17%
Upper Far Northeast	60%	75%	23%	61%	63%	33%	73%	73%	12%	-40%	-2%	-29%	10%	10%
Lower Far Northeast	70%	78%	25%	58%	79%	58%	68%	68%	0%	-54%	-20%	-21%	-10%	-10%
University Southwest	28%	14%	38%	13%	20%	30%	53%	53%	-6%	18%	-8%	10%	33%	33%
West	49%	57%	49%	32%	47%	49%	58%	55%	10%	2%	-15%	2%	11%	8%
West Park	47%	15%	53%	25%	34%	47%	59%	52%	-19%	19%	-9%	13%	25%	18%
Upper North	64%	65%	64%	63%	72%	64%	58%	60%	-7%	-8%	-10%	-8%	-14%	-12%
Upper Northwest	49%	33%	44%	24%	64%	47%	43%	49%	-30%	-19%	-40%	-17%	-20%	-15%
Lower Northwest	53%	53%	28%	44%	59%	26%	52%	43%	-6%	-31%	-15%	-33%	-7%	-16%
Philadelphia, PA	*56%*	*60%*	*47%*	*48%*	*65%*	*51%*	*51%*	*48%*	*-5%*	*-18%*	*-17%*	*-14%*	*-14%*	*-17%*
Philadelphia	**67%**	**65%**	**48%**	**49%**	**75%**	**52%**	**51%**	**52%**	**-10%**	**-27%**	**-26%**	**-23%**	**-24%**	**-23%**

STEP 4: BUILDING THE STRATEGY

CASE STUDY: PHILADELPHIA, PA

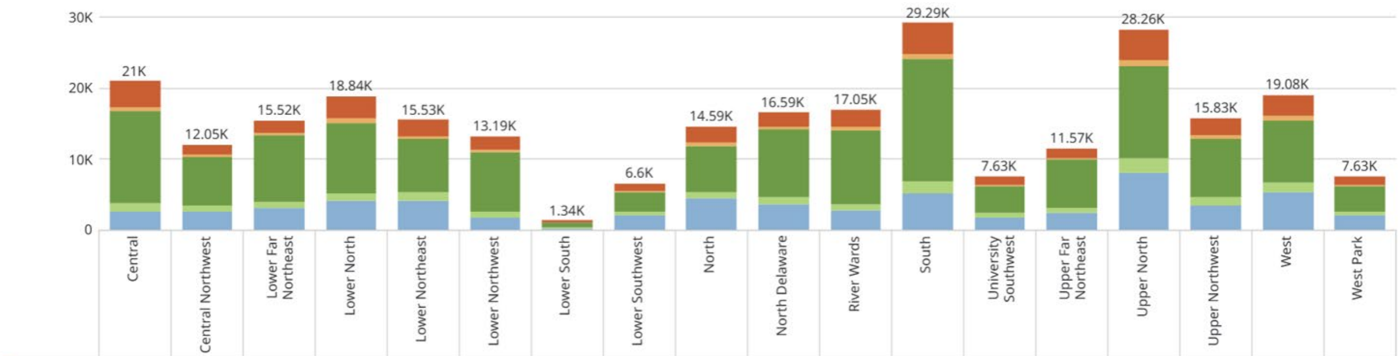
	LMICT					Housing Costs											
Planning District (Zone)	% LMICTs	*Rank: % LMICTs*	% Minority of Total LMICT Pop	*Rank: % Minority of Total LMICT Pop*	LMICT HO Rate	Median Home Value	*Rank: Median Home Value*	Home Value to Income Ratio	*Rank: Home Value to Income Ratio*	% Vacant Housing Units	*Rank: % Vacant*	% Renters	*Rank: % Renters*	Median Rent	*Rank: Median Rent*	% of Cost-Burdened Renters	*Rank: % of Cost-Burdened Renters*
West	88%	1	96%	2	47%	$143,869	15	3.59	9	16.0%	1	51%	6	$1,053	18	53.2%	6
Lower Northeast	80%	2	86%	8	52%	$141,730	16	2.89	17	7.1%	12	44%	12	$1,093	16	56.8%	3
North	78%	3	96%	3	52%	$90,490	18	2.66	18	11.3%	6	47%	9	$1,078	17	58.2%	1
Lower Southwest	67%	4	94%	4	46%	$127,830	17	2.94	16	8.5%	10	52%	5	$1,213	11	57.8%	2
Lower North	63%	5	82%	9	34%	$242,041	9	4.62	4	15.3%	2	60%	3	$1,179	13	48.0%	11
North Delaware	50%	6	62%	14	56%	$191,521	13	3.32	12	5.9%	13	36%	16	$1,303	8	52.5%	8
Upper North	49%	7	97%	1	59%	$160,209	14	3.21	14	7.6%	11	36%	17	$1,119	15	54.2%	5
University Southwest	48%	8	86%	7	39%	$323,437	5	7.38	1	14.5%	3	72%	1	$1,308	7	52.5%	7
Upper Northwest	35%	9	92%	6	46%	$345,973	3	4.70	3	8.6%	9	51%	7	$1,290	9	50.4%	10
River Wards	33%	10	71%	11	52%	$236,850	11	3.29	13	9.3%	8	40%	15	$1,411	4	45.6%	14
Central Northwest	29%	11	70%	12	52%	$241,194	10	3.98	7	5.6%	15	47%	10	$1,203	12	45.8%	13
South	29%	12	70%	13	54%	$303,503	7	4.04	6	10.1%	7	40%	13	$1,394	5	40.6%	15
West Park	27%	13	93%	5	52%	$204,918	12	3.53	11	14.4%	4	53%	4	$1,391	6	52.3%	9
Upper Far Northeast	21%	14	45%	15	38%	$306,757	6	4.30	5	3.3%	17	40%	14	$1,166	14	56.3%	4
Central	7%	15	77%	10	20%	$554,766	1	5.36	2	11.4%	5	64%	2	$1,848	1	38.4%	16
Lower South	0%	16	0%	16	0%	$440,300	2	3.86	8	2.1%	18	44%	11	$1,750	2	21.4%	18
Lower Far Northeast	0%	16	0%	16	0%	$254,329	8	3.10	15	3.9%	16	30%	18	$1,269	10	47.0%	12
Lower Northwest	0%	16	0%	16	0%	$338,783	4	3.56	10	5.8%	14	47%	8	$1,519	3	33.0%	17

STEP 4: BUILDING THE STRATEGY

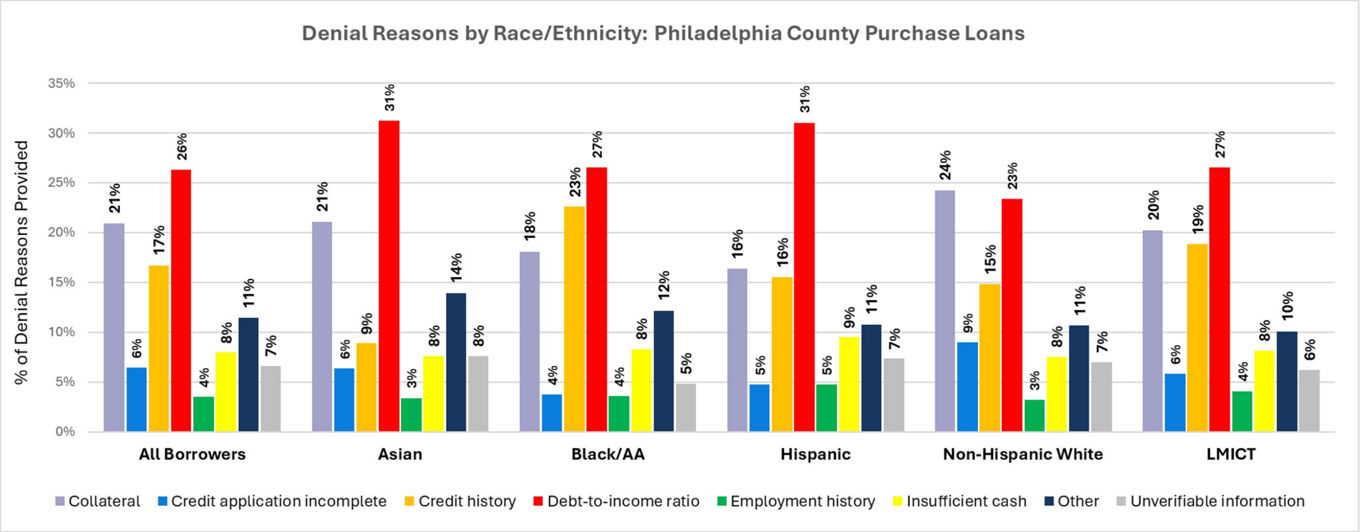
CASE STUDY: PHILADELPHIA, PA

	Fallout Rates - Mkt						
Zone	**Asian**	**Black**	**His.**	**NHW**	**MMCT**	**MBHCT**	**LMI**
Lower Southwest	20%	44%	46%	39%	40%	43%	47%
Lower South	24%	0%	33%	33%	0%	0%	0%
South	30%	39%	32%	26%	30%	28%	28%
Central	37%	35%	38%	29%	38%	31%	30%
River Wards	30%	41%	20%	25%	30%	23%	23%
Lower North	40%	41%	35%	33%	38%	38%	42%
North	24%	43%	37%	46%	41%	44%	44%
Lower Northeast	26%	37%	30%	41%	35%	36%	36%
North Delaware	11%	33%	24%	29%	26%	23%	21%
Central Northwest	25%	27%	17%	23%	29%	24%	25%
Upper Far Northeast	12%	14%	22%	25%	19%	23%	23%
Lower Far Northeast	13%	38%	14%	21%	20%	22%	22%
University Southwest	26%	35%	48%	34%	34%	26%	26%
West	48%	38%	41%	38%	39%	39%	40%
West Park	35%	36%	38%	38%	37%	35%	34%
Upper North	42%	36%	28%	41%	37%	39%	39%
Upper Northwest	52%	40%	39%	32%	38%	42%	40%
Lower Northwest	25%	23%	32%	23%	50%	22%	23%

Trends of applications over zone, by action



	Central	Central Northwest	Lower Far Northeast	Lower North	Lower Northeast	Lower Northwest	Lower South	Lower Southwest	North	North Delaware	River Wards	South	University Southwest	Upper Far Northeast	Upper North	Upper Northwest	West	West Park
Denied	2.64K	2.65K	3.09K	4.09K	4.23K	1.8K	274	2.06K	4.56K	3.68K	2.79K	5.14K	1.84K	2.39K	8.14K	3.55K	5.43K	2.08K
Incomplete	1.14K	767	942	1.11K	1.1K	741	78	470	852	1.07K	920	1.73K	533	785	1.98K	1.06K	1.24K	557
Originated	13.1K	6.91K	9.4K	9.97K	7.52K	8.45K	777	2.86K	6.43K	9.47K	10.39K	17.23K	3.78K	6.74K	13.04K	8.34K	8.74K	3.54K
Unbooked	447	284	324	553	423	285	29	179	449	400	420	715	218	223	779	416	644	207
Withdrawn	3.68K	1.44K	1.77K	3.12K	2.27K	1.91K	180	1.02K	2.29K	1.97K	2.53K	4.47K	1.26K	1.43K	4.32K	2.47K	3.02K	1.25K



iEMERGENT

STEP 5. PARTNERS AND INFLUENCERS

QUESTION:

WHO HAS THE BORROWER'S TRUST, ACCESS, OR ATTENTION?

Sometimes the most marketing gives a trusted partner better information, better tools, and a clearer reason to bring the lender into the conversation.

Borrower barrier	Best-positioned partner
Lack of awareness	Employer, community organization, faith or cultural group
Cash-to-close challenge	Housing agency, nonprofit, municipality
Credit preparation	Counselor, financial educator, bank partner
Inventory challenge	Realtor, builder
Product complexity	Loan officer, counselor, financial advisor
Trust or language barrier	Community leader, culturally relevant organization
Repeat purchase or equity need	Realtor, wealth advisor, existing relationship manager

STEP 5. PARTNERS AND INFLUENCERS

QUESTION:
WHAT DO PARTNERS NEED?

Partner marketing requires its own value proposition.

Partners need to know:

- ✓ Which borrowers are being overlooked
- ✓ What is happening in their market
- ✓ What barriers borrowers are facing
- ✓ What the lender can do about those barriers
- ✓ How the referral or handoff will work
- ✓ How the lender will treat and communicate with the borrower
- ✓ Why the relationship helps the partner fulfill their own mission or business goals

STEP 6. EVALUATION & OUTCOMES

QUESTION:
HOW DO I KNOW IF OUR STRATEGIES WORKED?

➔ **Measure borrower movement – not just activities.**
Track whether prospects advance from awareness to inquiry, application, approval, and closing, rather than relying only on impressions, clicks, or leads.

➔ **Segment outcomes by borrower, market, and journey stage.** Evaluate results by geography, customer type, demographic group, product, source, and stage to see where the strategy is working—and where gaps remain..

➔ **Track direct and partner-enabled results separately.**
Measure not only consumer response, but also referrals, partner engagement, event participation, handoffs, and conversion from centers of influence.

➔ **Use results to refine the strategy continuously.**
Combine campaign performance with HMDA, CRM, fallout, product usage, and market data to adjust the audience, message, timing, channel, product, or partner approach.

DATA TO MEASURE OUTCOMES:

- ✓ Application growth
- ✓ Application penetration
- ✓ Completed application rate
- ✓ Preapproval-to-purchase conversion
- ✓ Withdrawal rate
- ✓ Denial rate and denial-reason trends
- ✓ Time from inquiry to application
- ✓ Re-engagement conversion
- ✓ Product or program utilization
- ✓ Referral-partner production
- ✓ Market-share growth by segment or geography