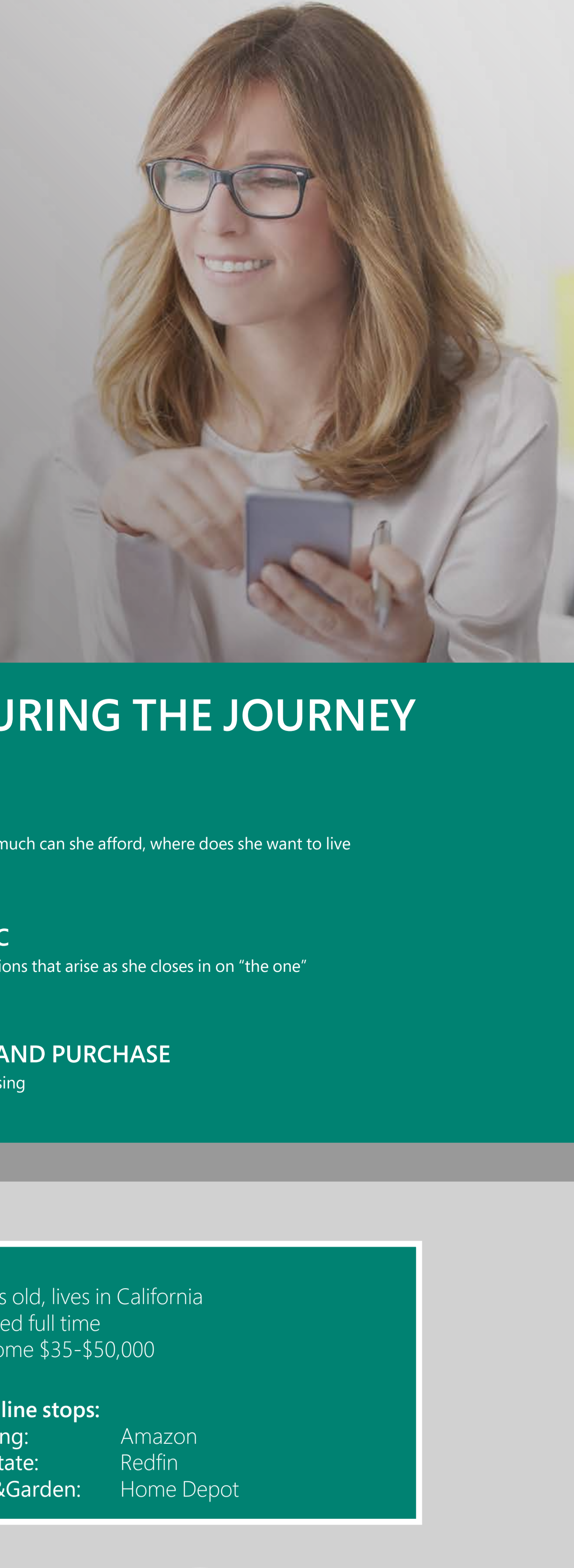


Adventures in Home Finance

Sue's Journey



MILESTONES DURING THE JOURNEY



STARTING OUT

Learn the language, how much can she afford, where does she want to live



GETTING SPECIFIC

Increasingly tactical questions that arise as she closes in on "the one"



QUALIFICATION AND PURCHASE

Offer, acceptance and closing



SUE

About:
39 years old, lives in California
Employed full time
HH income \$35-\$50,000

Top online stops:
Shopping: Amazon
Real Estate: Redfin
Home&Garden: Home Depot

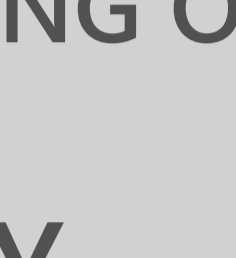
SUE'S SEARCHES

10% relate to a new home

3% relate to a lender

SUE'S JOURNEY

DEVICES USED



PC



MOBILE



TABLET

DEVICE USED MOST

ONLINE BEHAVIOR

152 different real estate websites and apps

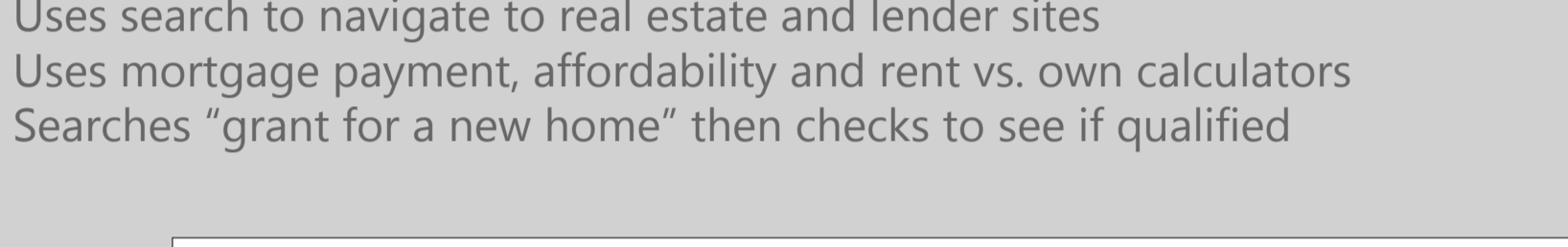
55% of Sue's real estate site and app visits are to her top site and app

7% of Sue's real estate visits are to the #2 real estate site and app

STARTING OUT

JANUARY

Searches towns and street addresses
Search terms relevant to first time home buyer



FEBRUARY-MARCH

150

per month

Visits to real estate websites and apps

Searches homes with cursory looks at financing

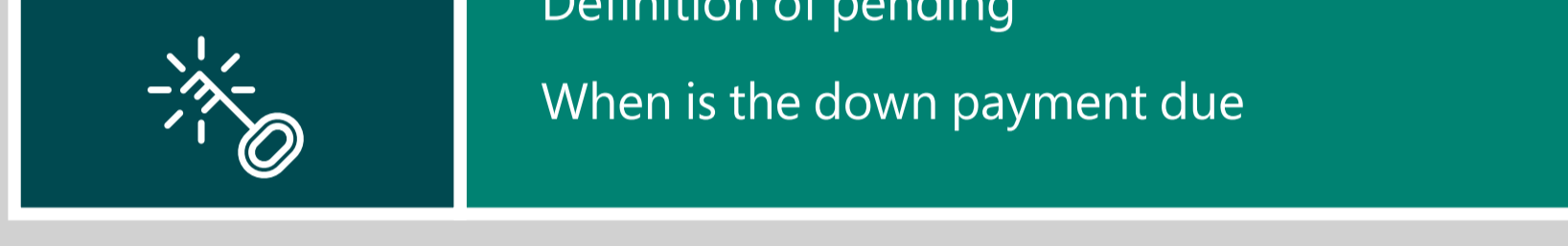
BLOG READING



7 Crucial Facts about FHA Loans

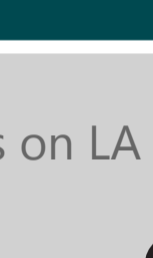
How Much House Can I Afford

Uses search to navigate to real estate and lender sites
Uses mortgage payment, affordability and rent vs. own calculators
Searches "grant for a new home" then checks to see if qualified



Learning the language of the industry, establishing thresholds

KEY SEARCH TERMS



Pre-qualified

Closing costs

First-time home buyer

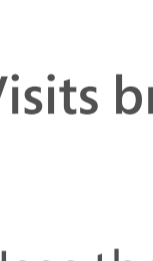
Uses search to go out to multiple information sources
Rather than single information source

GETTING SPECIFIC

APRIL

Search now relates directly to financing and purchase details.

KEY SEARCH TERMS



Pre-approval duration

Definition of pending

When is the down payment due

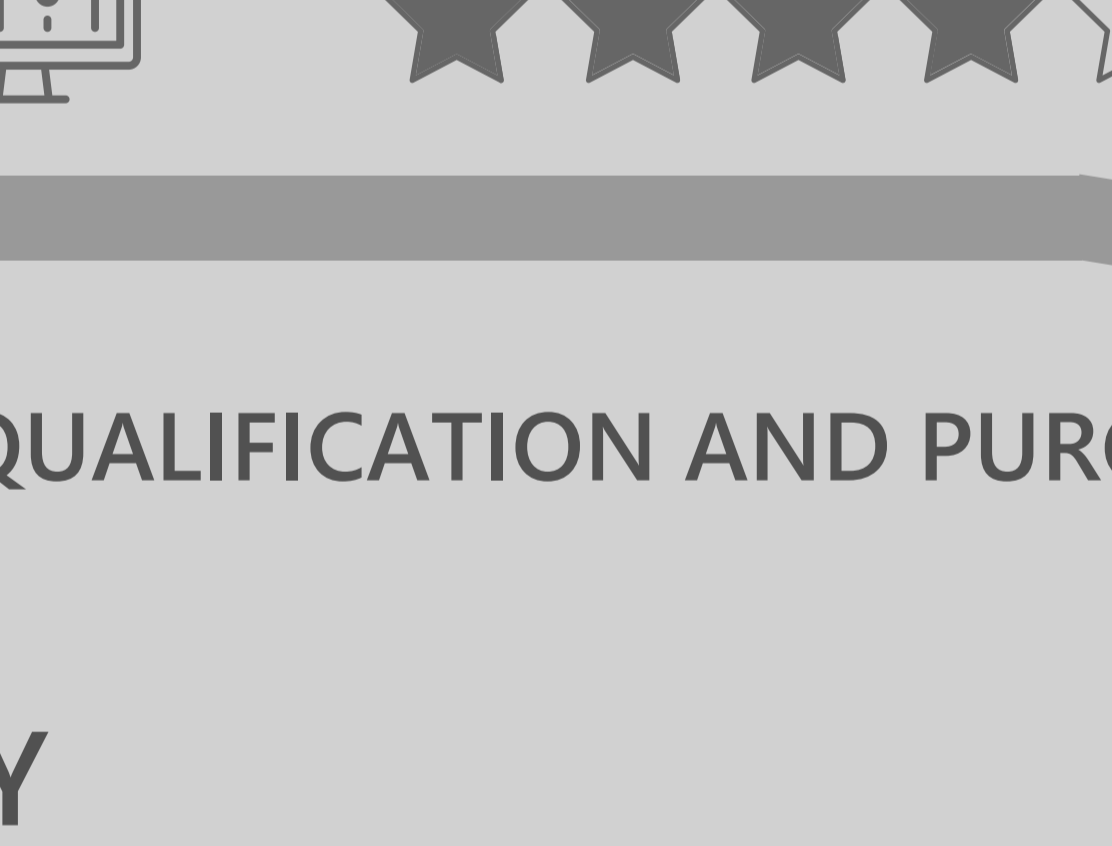
MAY-JUNE

300

per month

Visits to real estate websites and apps

Focus on LA



Up to now:
Consulted variety of lender sites - visited one often, 20 others visited once or twice

20

sites visited

For lenders and financing information

FINANCING BROWSING

Visits broker page at a national mortgage lender's website

Uses their mortgage calculator

Creates a login on his broker page

Applies online for a loan with the broker company

Checks status several times



Due diligence:
Reads broker reviews
Compares rates



QUALIFICATION AND PURCHASE

JULY

Specific questions about individual properties

KEY SEARCH TERMS



Septic and roof

Pending deal

Declined offer

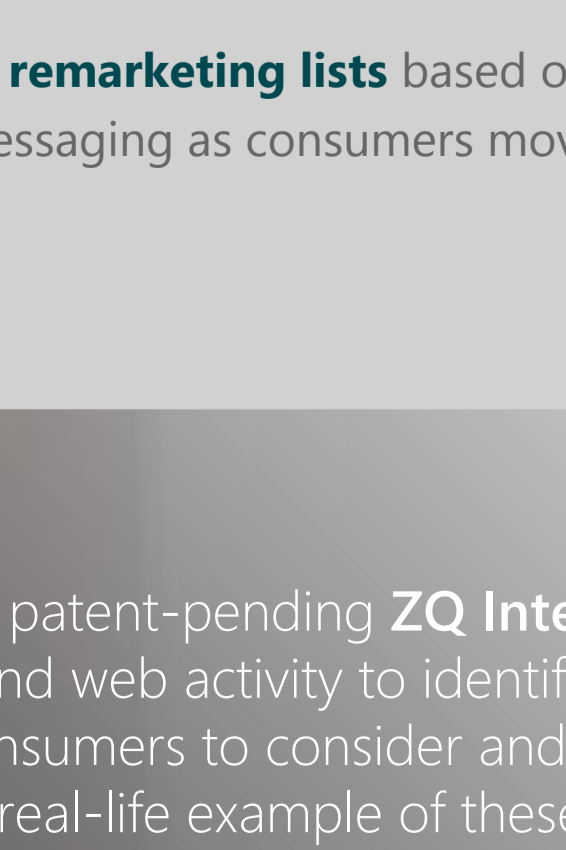
Owner will carry

Low appraisal

PEAK

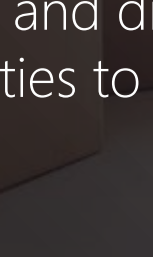
Visits of real estate websites and apps

Visits lender, reads first-time home buyer checklist



Picked one lender yet visits other lenders to compare rates, read content, and request a quote

BLOG READING



Escrow process

Quote request from an online provider

AUGUST-SEPTEMBER

VISITS INCREASE TO SITES AND APPS OF



Home & garden stores



Big Box home improvement store



High end appliances and fixtures store

A few days later...

loan.zip

Sue now has the loan document!

TIPS FOR SEARCH MARKETERS

Reach mortgage searchers throughout their journey

Prioritize DMAs with the biggest opportunity. Create dedicated **geo-target** campaigns for areas with the hottest housing markets.

Capture all possible search variations. Utilize **Broad Match Modified Keywords** as mortgage searchers tend to use queries of 5+ words.

Educate searchers and build trust in your brand. Feature frequently asked questions, reviews or local branch locations with **Ad Extensions**.

Reach those ready to buy with **In-market Audiences**. Target Mortgage categories and test similar lists like Real Estate.

Go beyond **remarketing lists** based on site visitors. Refine lists and messaging as consumers move through the funnel.

Leveraging Luth Research's patent-pending **ZQ Intelligence™** behavioral data, we examined search, app and web activity to identify those life moments, big and small, that motivate consumers to consider and select a mortgage lender. In the above, we provide a real-life example of these scenarios unfolding. The infographic provides a glimpse into the why and how of exploring and choosing a mortgage lender.

This is a 360-degree view of one woman moving through the stages of home buying, including shopping for homes, learning about and qualifying for a mortgage, and navigating the purchase. The view exemplifies the coming wave of mortgage buyers – maturing, affluent enough, pragmatic, and online since birth. The snapshot is useful in understanding and meeting these consumers where they are on their journey.

Over 64,000 online page views were analyzed for relevance regarding mortgage lender selection and home purchase. Within these page views, three important and distinct modes of behavior are identified, providing insurers fresh opportunities to influence consumer decisions and perceptions.