ASSESSMENT OF THE DATA
About the Research

Social Impact Analysis

Identify lender peer group & self-defined market area. Market area includes lending footprint & production report. Lender profile includes product mix & channel distribution

Lender Profile

Business plan focused on growing purchase originations for high growth/high profit markets

Market Analysis

Market share analysis by census tract designations including Majority-Minority, Low-To-Moderate Income, Purchase Share & Denial rates

Peer Analysis

Overlay HMDA data using peer group data to compare Purchase, FHA originations and Denial rates