

NAMMBA

PROSPERITY

HOME MORTGAGE, LLC®



Prosperity Home Mortgage & NAMMBA: A Partnership for the Ages

Prosperity Home Mortgage, LLC (“Prosperity”), an affiliate of HomeServices of America Company, is a full-service residential mortgage company licensed in 48 jurisdictions. They serve a wide range of clients from every demographic.



The Story

Prosperity has always been a company committed to serving the needs of all communities, and as it continued to expand its market reach in the LMI marketplace, it recognized a partnership with a strong trade association would be beneficial to help shape the strategy for greater success. They found that partner in NAMMBA.

Even as a top-performing loan officer at Silverton Mortgage, Tony Thompson, founder and CEO of NAMMBA, could see the mortgage industry was woefully unprepared for the demographic changes coming down the road. Not only were women and minorities underrepresented as mortgage industry professionals, but also as consumers. In response, Tony created NAMMBA to increase the participation of these critically important groups.

In 2015, April Alexander, National Community Development and Outreach Manager for Prosperity, met Tony, from whom she first learned of NAMMBA's efforts to close the generational wealth gap in underserved communities by bringing more women, minorities, and their allies to the table through career support, education, and training. These efforts aligned with Prosperity's own mission to increase successful homeownership among underserved groups. "Minority homeownership is everyone's mission, from compliance to legal, to HR. We are passionate about creating generational wealth for everyone," says April.

Prosperity's senior management, including CEO Tim Wilson, began attending more and more NAMMBA hosted events and brainstormed ways in which the two could work together to achieve their common goals. With NAMMBA's support, Prosperity could buttress its existing framework and continue to grow its LMI market share. Not only could Prosperity drive revenue and profit higher, but it could also expand its lending in all communities through impactful strategies aimed at increasing lending specifically in underserved markets.

The Challenge of Taking Action on Diversity, Equity, and Inclusion Before NAMMBA Partnership

Tim Wilson has strived to push Prosperity forward as a leader in the industry for diversity, equity, and inclusion. While partnerships can help a company achieve its fullest potential, bringing in outside expertise has its risks. Many Diversity, Equity, and Inclusion ("DEI") programs either don't know the mortgage industry well, or just don't understand how to incorporate DEI work into existing business structures without upending an entire workforce. Prosperity was also wary of working with partners who could not achieve results. "Neither Tim nor I have the patience for meeting after meeting, conference

after conference, and seeing nothing change," says April. "We are talking about making an immediate difference. There was no time to waste."

It was too important to not be done. The financial benefits of having an authentic strategy to meet the demands of a market segment with over \$300B in underserved spending potential could not be ignored.

"Minority homeownership is everyone's mission, from compliance to legal, to HR. We are passionate about creating generational wealth for everyone."



◀ **April Alexander**
National Development & Outreach Manager, Prosperity Home Mortgage

Why Choose to Partner with NAMMBA

Some organizations do a lot of talking but are unable to take meaningful action. NAMMBA wants results. After attending events and having direct business discussions with

NAMMBA, Prosperity knew NAMMBA was a great strategic partner. Sponsoring NAMMBA's mission to support women, minorities, and their allies in the real estate and finance industry would support Prosperity's own mission. Prosperity could see the impact that NAMMBA's people, programs, processes, and strategic business planning were having on the industry from a macro scale.

"We are talking about making an immediate difference. There was no time to waste."



▲ **Tim Wilson**
CEO, Prosperity Home Mortgage

“The NAMMBA recruits are dedicated, focused and passionate. They share the company’s passion and are already leaving their mark.”

▲ April Alexander, National Development & Outreach Manager, Prosperity Home Mortgage

How Prosperity Used Partnership with NAMMBA to Grow its CRA/LMI Market Share

Building on past accomplishments, Prosperity has dramatically expanded its Community Lending Officer (CLO) Team. “Our focus was on growing a team that looks like the community we plan on serving...but finding the right people can be really hard,” said April. Prosperity leveraged NAMMBA to assist with its recruiting efforts, and many of the current Prosperity CLO team members are NAMMBA recruits. “The NAMMBA recruits are dedicated, focused and passionate. They share the company’s passion and are already leaving their mark. From earning internal production awards and advancements to management, I just couldn’t be prouder of my Community Lending Team,” says April. Prosperity is so impressed with its CLO Team, it’s investing in it again with additional specialized training and certifications from NAMMBA.



The Results

Prosperity has renewed its commitment to creating a more equitable mortgage industry for employees and clients alike, including through its partnership with NAMMBA. In return, NAMMBA stands ready to help Prosperity with its CRA/LMI lending goals by providing staff training and keynote presentations. Prosperity has been able to leverage NAMMBA Consulting, part of the **NAMMBA Family of Companies**, for thoughtful recruiting with near-zero attrition and tremendous performance!

Now, in 2022, **Accredited Social Impact Lender (ASIL)** status is the next step for Prosperity as it brings its CLO Program the best training and coaching that NAMMBA offers, sealed with a NAMMBA stamp of approval. NAMMBA will only allow 5% of all lenders to attain ASIL certification, and Prosperity knew it had to be one of the first to complete the program.



FULL D.E.I INTEGRATION

Partnership with NAMMBA means that you have someone you can rely on when making strategic moves within your community lending sector.

From hiring and marketing to promoting and achieving your CRA/LMI goals, NAMMBA can be there for your company...just like we have been for the whole team at Prosperity.

Find out how a fully integrated partnership can benefit you and your business in the real estate or home finance industry.



PARTNERSHIP



PROFESSIONAL DEVELOPMENT



SPONSORSHIP

And how a relationship with the entire **NAMMBA Family of Companies** can make you a stronger competitor in the years ahead.



TALENT RECRUITMENT

CULTURAL OUTREACH

MARKETING COLLATERAL

DIVERSIFI

LMI BUSINESS DATA

