



**The Mortgage Banker's Association of the Bluegrass
And the Women's Council of Realtors Present
Vance Edwards, CMB**



**The Millennial Myth
Understanding the Most Misunderstood Generation Ever**

Wednesday, September 14, 2016

Location: Rector-Hayden Conference Room

998 Governors Lane

Lexington KY 40513

Networking/Breakfast: 9:00-9:30 a.m.

Program: 9:30-10:30 a.m.

The program is FREE to our MBA Members thanks to our sponsor,

Sherri Wagerman, MGIC



Please RSVP to MBABluegrass@aol.com. The deadline to register is Monday, September 12, 5:00 p.m.

More information about this meeting and Mr. Edwards' bio on page 2

The Millennial Myth

The media (and our industry) have been obsessed with this group over the last few years. Problem is, most of what we have been told is not really true. They themselves may not like to hear this but the truth is, they are not much different than the generations that came before them.

To help them buy a home in today's market we need to separate the myths from the truths. We'll examine:

- ◆ **Media millennial myths**
- ◆ **How today's first-time home buyers compare to past home buyers...where they are the same and where they are truly different**
- ◆ **How to help them in their quest to buy a home today**
- ◆ **Marketing ideas to use to earn more business**

Vance Edwards joined MGIC in 1999 and currently serves as a Marketing Program Director. Among Vance's responsibilities is heading up MGIC's marketing promotions and sales training efforts.

In addition, Vance leads MGIC initiatives with Realtors and consumers, especially first-time homebuyers. He has spoken numerous times to Realtors and loan originator audiences on topics including: first-time homebuyers, credit scores, economic overview, mortgage industry, and sales skills.

Vance holds a Bachelor degree in Communication with an emphasis in Advertising and Public Relations from the University of Wisconsin – Stevens Point. He is also a certified FICO professional and received his Certified Mortgage Banker (CMB) designation from the MBA.

Winner of two national playwriting contests, Vance lives in Menomonee Falls, Wisconsin with his wife Carrie and children Hailey and Trevan. In his spare time he can be seen performing original sketch comedy and improv as a member of McMann & Tate Productions, the resident theater company of the Cedarburg Cultural Center.

REAL ESTATE UNITED CASINO NIGHT!



Real Estate United last Event of the Year

Join us for

Slots of Fun!!!!!!!!!!

Place: Red Mile

Date: September 14, 2016

Time: 5:00pm to 8:00pm

Reservations needed from each Group!!!!

MBA members please RSVP to MBABluegrass@aol.com by September 12, 2016

Recap: August 10 Meeting with Darryl Turner

Darryl Turner Corporation

Life is too short not to have fun! That was the key point of Darryl Turner's program at the August 10th General Membership Meeting at HBAL. A father of 6 children and the CEO of Darryl Turner Corporation, located in Oakdale, California, Mr. Turner is an accomplished author and nationally recognized entrepreneur. The Darryl Turner Corporation consists of the Darryl Turner Institute, Management Synergies, National Business Coaching, Jumpstart 180, Motivational Audio, Title Solutions Group, Title Sales Team, DT Video OnDemand, Windshield Workshops, and Darryl Turner live seminars.

Mr. Turner said we all have a fear of being found out. We don't know everything. He asked the audience what they thought the word ego meant. One person said confidence. But is it really confidence or insecurity? We want to be better than yesterday, but we tend to make mistakes over and over again.

People, Mr. Turner said, are penalized for renting. Rent is taxed. He said that statistics just a few years ago said that 40% of Americans who rent cannot qualify for a mortgage. However, that leaves 60% who can! Get realtors to work with you. Relationships are important. Three important words are: 1. Experience 2. Emotion 3. Decision. Experiences are the root of movement. Never sell with words, Mr. Turner said. Behaviors tell the whole story.



From left: William Puckett, Darryl Turner, Brian Gardner

Mr. Turner would like to expand the realtor/mortgage banker experience. Increase the sources of business. You can live on cake but not on icing! (You had to be at the meeting!)



Continued on page 5

Time is our inventory. Have a priority list; not just a "to do" list. The goal of every sales call is to have fun. Everybody is a customer in a transaction. Everybody in a transaction is a customer. Service is what people expect. It's about surprise of what they weren't expecting!

Mr. Turner talked about the NDC, the non-directing client, or sub experiences. Don't just call when something's wrong. Call when everything is going good! Follow-up. Exceed expectations. Surprise your clients. Being the same isn't good enough! Change the experience.



Contact Darryl Turner at info@darrylturner.com or (209) 548-9000, www.darrylturner.com

Thank you, US Bank Home Mortgage, for sponsoring this meeting!



Looking for Members!



Do you know a bank, an attorney, a title company, an insurance company, or mortgage lender who should be a member of the MBA of the Bluegrass??? Please be inviting! **Contact any of the board members listed on the website.**

Snap. Tag. Win. It's that easy.

You and your customer could each win \$100!*

Partner
@partnertwitter

Jane Doe just closed on a new home thanks to [@KYHousing](#)! With DAP, she didn't have to use savings. [#MyKHCHome](#)

8:24 AM - 1 Jun 16 · Embed this Tweet



*For full details, visit www.kyhousing.org.



[@KYHousing](#) [#MyKHCHome](#)

MBA of the Bluegrass 2016 Slate of Board Officers and Directors

Board Officers—

Brian Gardner—President, Bluegrass Land Title
Will Puckett—President Elect, Citizens Bank
Tenia Debord—Secretary, Wells Fargo Home Mortgage
Addam Lewis—Treasurer, First Security Bank

Directors—

Brittany Lawson, Thrivent Financial
Abdul Muhammad, PrimeLending
Stephen Neary, Chase
Ashley Smyth, Bank of England Mortgage
Tim Vaughan, Huntington National Bank
Bryan May, Century Mortgage Company
Gretchen Shuck, Shuck Appraisal Company
Emily Grant, Bluegrass Land Title LLC
Mellissa Buckley, First American Title Insurance Company
Marcie Morris, Kentucky Housing Corporation
Diana Oliver, PNC Mortgage

2016 MBA of the Bluegrass Inc. Board Officers

President—Brian Gardner, (859) 266-1611, bgardner@bluegrasslandtitle.com

President Elect—Will Puckett, (502) 418-4902, william.puckett@citizensbank.com

Secretary—Tenia Debord, (859) 771-8707, tenia.debord@wellsfargo.com

Treasurer—Addam Lewis, (859) 899-8880, alewis@firstsecurity.net

Past President—Mellissa Buckley, First American Title, (859) 361-6706, mebuckley@firstam.com



MBAKY members, registration is open for the **Fall 2016 MBAKY Compliance Seminar at the Embassy Suites Hotel in Lexington on Tuesday, October 4th!**

As announced earlier, the agenda includes presentations from in-state and national speakers, including;

Charles Vice, Commissioner with the KY DFI

Jack Konyk, Executive Director of Government Affairs with the law firm of Weiner Brodsky Kider

West Biebers, President of The Commonwealth Group, and,

Tim Mowery, Special Agent in Charge with the FHFA's Office of Inspector General!

These presentations will cover; state examinations, CFPB enforcement actions, HMDA, compliance management systems, current mortgage fraud trends.....and more!

After these presentations, there will be an attendee roundtable to discuss critical industry issues addressed earlier as well as others. This will be facilitated by current MBAKY members and questions/topics from attendees is encouraged! At the end of the event, there will be a networking opportunity, including a cash bar.

We want to thank our current sponsors for this, **MGIC and **RADIAN** and welcome additional sponsors to help support this valuable day of information and networking!**

The registration fees for this are **\$89 for the 1st employee from a member company and **\$69** for additional registrants, and **\$149** for non-members. You can register at the MBAKY website at the page below:**

<http://www.mbaky.org/2016-compliance-seminar/>

If you have any questions, please contact the MBAKY office listed below and we look forward to seeing you there!

**Alan Thorup
Executive Director
317-428-7699
mbaky@sbcglobal.net**

Title: Applications for New Home Purchases See Year over Year Increase in July**Source: MBA****Date: August 11, 2016****Contact: Ali Ahmad, aahmad@mba.org**

The Mortgage Bankers Association (MBA) Builder Applications Survey (BAS) data for July 2016 shows mortgage applications for new home purchases increased 2.4 percent relative to a year ago. Compared to June 2016, applications decreased by 8 percent. The month over month change does not include any adjustment for typical seasonal patterns.

"Mortgage applications to home builders in July increased at the slowest year over year pace to date in 2016 at just 2.4 percent over a year ago," said Lynn Fisher, MBA's Vice President of Research and Economics. "Month over month declines in applications are part of the normal seasonal pattern this time of year and the Builder Applications Survey index has not maintained the momentum we saw during February and March."

By product type, conventional loans composed 68.5 percent of loan applications, FHA loans composed 17.2 percent, RHS/USDA loans composed 0.7 percent and VA loans composed 13.6 percent. The average loan size of new homes decreased from \$326,175 in June to \$325,843 in July.

MBA estimates new single-family home sales were running at a seasonally adjusted annual rate of 540,000 units in July 2016, based on data from the BAS. The new home sales estimate is derived using mortgage application information from the BAS, as well as assumptions regarding market coverage and other factors.

The seasonally adjusted estimate for July is an increase of 1.9 percent from the June pace of 530,000 units. On an unadjusted basis, MBA estimates that there were 45,000 new home sales in July 2016, a decrease of 4.3 percent from 47,000 new home sales in June.

MBA's Builder Applications Survey tracks application volume from mortgage subsidiaries of home builders across the country. Utilizing this data, as well as data from other sources, MBA is able to provide an early estimate of new home sales volumes at the national, state, and metro level. This data also provides information regarding the types of loans used by new home buyers. Official new home sales estimates are conducted by the Census Bureau on a monthly basis. In that data, new home sales are recorded at contract signing, which is typically coincident with the mortgage application.

2016 Committees

The next two pages have the committees for 2016. If you want to plug in and do more for the MBA of the Bluegrass please contact one of the board officers or committee chairs.

Legislative—Is responsible for reporting to the Board of Directors and the membership any current activity on local, state, or national legislative issues.

Committee Chair—Tim Vaughan, (859) 327-0085, tim.vaughan@huntington.com

Ethics—Responsible for inquiries or accusations against members and reporting to the Board of Directors their findings and recommendations.

Committee Chair— Roberta Wilson, (859) 221-1403, rdwilson@bbandt.com

Finance—Shall prepare a budget of the estimated income and expenses of the organization for the year.

Committee Chair—Addam Lewis, (859) 899-8880, alewis@firstsecurity.net

Membership—In charge of recruitment and retention. They will devote their attention to the proper welcoming of new members and guests and to strive to encourage friendships among members.

Committee Chair—Open

Affiliate Relations—This committee is responsible for promoting and recruiting affiliate members to the organization. This involves planning and conducting special events for our affiliates.

Committee Chair—Gesela Brown, (859) 421-3406, gbrown@firstsecurity.net

“Remember, members do business with members.”

2016 Committees Continued:

Education/Program—This committee is responsible for organizing meetings, identifying location, scheduling speakers, and securing sponsorships for the events. Additionally this committee is responsible for arranging any special events like the golf outing and Christmas party. This committee selects topics, arranges dates/times, and secures speakers for Educational Roundtables to educate the membership.

Committee Chair—Will Puckett, (502) 418-4902, william.puckett@citizensbank.com

By-Laws—Reviews the by-laws and proposes any changes that are necessary

Committee Chair—Sherri Wagerman, (502) 930-2697, sherri_wagerman@mgic.com

E-Communications—Responsible for the current development and future upgrades to the website and will stay current on all technological advances in the industry.

Committee Chair—Mellissa Buckley, (859) 361-6706, mebuckley@firstam.com

PR/Communications—Supplies monthly notices concerning the organization meetings and other interesting information of the membership to newspapers, radio and television stations.

Committee Chair— Emily Grant, (859) 266-1611, egrant@bluegrasslandtitle.com

Important Websites to Know

Mortgage Bankers Association of Louisville

<http://www.mbalou.org>

Mortgage Bankers of Kentucky

<http://www.mbaky.org>

The National Mortgage Bankers Association

<http://www.mortgagebankers.org>

Mortgage Fraud Blog

<http://www.mortgagefraudblog.com/>

FBI Mortgage Fraud

<http://www.fbi.gov/page2/dec05/operationquickflip121405.htm>