



Recap—MBA of the Bluegrass Q & A Roundtable

Wow! If you missed the Tuesday, January 23, MBA of the Bluegrass meeting at BIA of Central Kentucky, you missed one of the most attended and best programs! Four very experienced mortgage lenders shared their challenges and triumphs of working in a competitive field which impacts not only the national economy but also the world's. Moderated by Mitch Florence, the current Secretary of the MBA of the Bluegrass and Loan Officer/Mortgage Specialist with City National Bank, the panel consisted of Brian Kegley, Loan Officer, PNC Mortgage, Chris Bachman, Mortgage Loan Originator, Fifth Third Mortgage, Noreen Jeremiah, Vice President/Loan Officer, BB & T, and Bryan May, Regional Vice President, Century Mortgage Company. Combined, the panel has almost 100 years of experience in mortgage lending!



From left: Mitch Florence, Brian Kegley, Chris Bachman, Noreen Jeremiah, and Bryan May

Questions to the panel included how they have seen the industry change and how they have adapted, what are the best practices, how important is it to network, and what is their outlook for the industry in Central Kentucky.

The panelists said the industry has changed with automated underwriting. It is a totally different world since the 2008 crash with stricter regulations and due diligence. Licensing, the internet, social media, and the rise of internet lenders have influenced mortgage lending. Quicken Loans is the #1 lender in Kentucky. Even though the panelists are not enthusiastic about using social media to market themselves they know they have to learn or have others help them. Noreen Jeremiah said they either need to keep up or lose out. Lenders who work for banks have stricter rules about the use of social media.

For new loan officers the panelists advised them to figure out what they want/need to do each day. They need to show up and be creative. Have a plan and prioritize. Get a database and keep marketing with it. Ask for the business. Wear a name tag so people know what they do. Get as much education as possible. Find a niche to learn and become a specialist in that niche. Listen to the customer. Don't assume anything. Have good time management skills. Get along with support staff and learn by doing. Ask for referrals.

Even though social media and the internet play a large role in mortgage lending today all of the panelists agreed that networking, face-to-face, is important. They said to get to know the realtors. They need to know who you are and what your specialty is. Stress the fact to home buyers that the local mortgage lender will be there if an issue arises.

The outlook for home buying in Central Kentucky looks promising for new purchases. Inventory is tight. The demand for new construction is out there and Scott and Madison Counties are filling that need because of the zoning restrictions of land use in Fayette County.

The MBA of the Bluegrass wants to thank all of the panelists and moderator for presenting a very informative program to start off 2018 and **Bluegrass Land Title, LLC, with Alison Sheshull**, for sponsoring the meeting!



Contact information for the panelists and moderator are below:

Chris Bachman, (859) 285-8484, christopher.bachman@53.com

Steven (Mitch) Florence, (859) 367-3111, mitch.florence@bankatcity.com

Noreen Jeremiah, (859) 281-2153, njeremiah@bbandt.com

Brian Kegley, (859)281-5331, brian.kegley@pncmortgage.com

Bryan May, (859) 296-5959, bmay@centurymortgage.com





Welcome New Member!



Please visit the MBA of the Bluegrass website directory for contact information.

2018 Membership Renewals

Membership renewal packets were mailed to 2017 members the first week of December. Included in the packet were a **President's Letter** by President, **Abdul Muhammad**, the **invoice for \$325**, the **membership renewal form**, and a **roster of members that we currently have on file for each firm**. 2018 will be an exciting year so you won't want to miss it!



If, for some reason, your firm didn't receive a packet please let us know by e-mailing mbabluegrass@aol.com. Just mail the renewal form, check, and any roster changes to:

MBA of the Bluegrass

PO Box 1054

Lexington KY 40588

Thanks!

MBA of the Bluegrass 2018 Board Officers and Directors

Board Officers—

Abdul Muhammad —President, WesBanco Bank
Jason Heflin—President Elect, loanDepot, LLC*
Tyler Gossett – Treasurer, Fifth Third
Mitch Florence – Secretary, City National Bank
Will Puckett—Immediate Past President, PNC Mortgage*

Directors—

Brenda Weaver—ehome Network*
Tim Vaughan—Fairway Independent*
Bryan May—Century Mortgage Company
Alison Sheshull—Bluegrass Land Title LLC
Sherri Wagerman—MGIC
Wayne Thompson—Bankers Mortgage Consulting*
Marcie Morris—Kentucky Housing Corporation
Mellissa Buckley - Fidelity National Title Group*
Lisa Smith – Movement Mortgage, LLC

*Past Presidents

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.**



MBAKY members, registration is now open for the 2018 Education Conference on Wednesday, March 14th at the Holiday Inn Louisville East!

The agenda is filled with topics and speakers that will present valuable and timely information on the industry today, and there is plenty of time for networking with mortgage lending and vendor professionals throughout the day! These industry experts will be discussing a wide range of topics that impact YOU and YOUR business today, including; the state of the industry nationally, digital marketing, updates on FHA lending, Rural Housing and Kentucky Housing, capital markets.....and more!

Our opening speaker, **Chris George**, is the **2018 MBA Chairman-Elect**, and is the founder, **President and CEO of CMG Financial**, a privately held mortgage bank headquartered in California. Chris has also served on the MBA Board of Directors since 2012, is a member of the MBA's Independent Mortgage Bankers Executive Council, and is past Chairman of the California MBA. He will be providing an overview of the industry today that will include information on what MBA is focusing in on with regulators and legislators in Washington, D.C.

Other confirmed speakers at this event include the following:

Wesley Smith - Fannie Mae
Andrea Kozek - MGIC
Glenn Dumont - HUD (Atlanta HOC)
Blaine Barnes - Rural Housing, and,
Brenda Walker - Kentucky Housing

The **Sponsor/Exhibitor Trade Show start at 8:00AM** where attendees will have time to meet with exhibitors and network with other industry professionals, before the welcome and presentations begin at 9:00AM.

We want to share with you that our sponsor/exhibitors include; **CBCInnovis, Essent Guaranty, MGIC, National MI and RADIANT!** If you/your company has an interest in sponsorship at this event, click <http://files.constantcontact.com/922875f1101/dca588bc-ff4b-4e07-88b5-988d0fcff3eb.pdf> for the sponsorship form or visit the site page listed below the registration information to do so online.

Registration for this event for members is only \$140/person, including lunch, and with 5 or more registrations a discount of \$15/person applies (\$125/person). Registration can be done online at the site below or by filling out the attached registration form accessible at <http://files.constantcontact.com/922875f1101/b585e842-e63b-4bc9-9572-85074a1edede.pdf>

<http://www.mbaky.org/2018-education-conference/>

The agenda will be finalized, communicated, and posted on the MBAKY website, and if you have any questions please call or e-mail the MBAKY office listed below.

We look forward to seeing MANY of you there!

Alan Thorup, CRMP
Executive Director
317-428-7699
mbaky@sbcglobal.net
<http://www.mbaky.org/>
Your source for critical mortgage industry information!

Title: MBA Statement on FHFA's Perspective on Housing Finance Reform

Source: MBA

Date: January 18, 2018

Contact: Rob Van Raaphorst, rvanraaphorst@mba.org

Washington, D.C. (January 18, 2018)



David H. Stevens, President and CEO of the Mortgage Bankers Association (MBA), released the following statement regarding FHFA's paper entitled, "Federal Housing Finance Agency Perspectives on Housing Finance Reform":

"MBA applauds FHFA Director Mel Watt for releasing this important paper which reinforces the need for comprehensive legislative housing finance reform. There are many similarities between this proposal and MBA's own plan including the need for a government guarantee behind MBS to support single-family and multifamily finance, two or more competing guarantors, the use of a single security in the single family market, and a level playing field for lenders of all sizes and business models. We look forward to continuing to work with Congressional leaders, the Administration, Director Watt, and other stakeholders to create a secondary mortgage market that provides a more stable system and broad, sustainable access to credit for all qualified borrowers."

2018 MBA of the Bluegrass Inc. Board Officers

President—Abdul Muhammad, (859) 244-7254, AMuhammad@wesbanco.com

President Elect—Jason Heflin, (859) 621-6592, JHeflin@loandepot.com

Secretary—Mitch Florence, (859) 327-8396, mitch.florence@bankatcity.com

Treasurer—Tyler Gossett, (859) 588-5820, tyler.gossett@53.com

Past President—Will Puckett, (502) 418-4902, will.puckett@pnc.com



Get the Gift You REALLY Wanted for the Holidays...

Get \$10,000 for your home purchase if you live in Christian, Hardin, Jefferson, or Kenton counties.

Kentucky Housing Corporation (KHC) is offering its **Hardest Hit Fund Down payment Assistance Program (HHF DAP)*** – which provides first-time home buyers with **\$10,000** for down payment and closing costs assistance for the purchase of existing properties. HHF DAP funds are first-come, first-served, beginning with new reservations **Tuesday, January 9, 2017**.

Contact KHC Single-Family Programs toll-free in Kentucky at 800-633-8896 or 502-605-1320, or TTY 711.

www.kyhousing.org



Facebook.com/KYHousing Twitter.com/KYHousing YouTube.com/KYHousingCorp



Restrictions apply; please visit KHC's website for full details, including income and purchase price limits.

**New reservations only. Applicant must meet secondary market income and buying limits.*

Subject to availability of funds. HHF DAP is only available in Christian, Hardin, Jefferson, and Kenton counties.

2018 Committees

The next two pages have the committees for 2018. 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@fairwaymc.com

By-Laws/Ethics—Reviews the by-laws and proposes any changes that are necessary. Responsible for inquiries or accusations against members and reporting to the Board of Directors their findings and recommendations.

Committee Co-Chairs—Brenda Weaver, CMB, (844) 243-4663, bweaver@ehomenetwork.org and Sherri Wagerman, (502) 930-2697, sherri_wagerman@mgic.com

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

Committee Chair—Tyler Gossett, (859) 588-5820, tyler.gossett@53.com

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—Abdul Muhammad, (859) 244-7254, AMuhammad@wesbanco.com

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—Alison Sheshull, (859) 771-6423, alison@bluegrasslandtitle.com

“Remember, members do business with members.”

2018 Committees Continued:

Education/Programs—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—Jason Heflin, (859) 621-6592, JHeflin@loandepot.com

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

Committee Co-Chairs— Lisa Smith, (502) 381-2886, lisa.smith@movement.com, Jason Heflin, (859) 621-6592, JHeflin@loandepot.com, Wayne Thompson, wthompson@bankersmortgageconsulting.com

Awards

Committee Co-Chairs—Wayne Thompson, wthompson@bankersmortgageconsulting.com, and Brenda Weaver, CMB, (844) 243-4663, bweaver@ehomenetwork.org

Nominations

Committee Chair—Will Puckett, (502) 418-4902, will.puckett@pnc.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>