



August MBA of the Bluegrass General Membership Meeting Recap

No matter how long you have been in the business it is always good to hear some fresh tips and tricks to enhance your production. **Bart Giles, Principle Owner of The Referrals Group**, gave the audience at the August 27 General Membership Meeting some ways to grow their network and strengthen their sales skills.

Bart said that a person needs to have a system and a process. He listed tools to build relationships. The *McKay 66 profile* is a profile containing 66 things you research and record about people in your network. The key to this process is caring. You have to care about people. From Jack Canfield's "18 Tactics to Motivate Your Referral Sources", Bart said to choose activities which will put you in front of others, such as volunteering, advising, connecting, sponsoring, and advice seeking.

Even though everyone is consumed with social media there still is a need to do face-to-face networking. Networking can encompass alumni, church, service based organizations, industry specific, sports activities, and others. Bart said to set a goal for each meeting you attend. He said to be "all in" with your involvement with a networking group or you will fail at it.

Continued on pages 2-3.



From left: Jason Heflin, MBAB President, Bart Giles, and Tyler Gossett, MBAB President-Elect

Most importantly it is imperative that there be a way to measure what you do. You can have an old school paper/binder system or invest in a CRM software. Bart listed some areas that he measures: the number of prospects contacted, referral source face-to-face meetings, new group prospect meetings, speaking engagements, hand-written thank you notes, community/networking events, and blog articles.

Contact Bart Giles at The Referrals Group at (502) 773-6638 or bart@thereferralsgroup.com

Thank you Jett Title for sponsoring this meeting!

www.jetttitle.com







To reach the American dream of homeownership, first-time homebuyers may struggle to save enough money for the down payment and closing costs. As the state housing finance agency since 1972, Kentucky Housing Corporation (KHC) has helped nearly 98,000 families purchase a home. KHC offers a variety of low-interest mortgage loans and special funding programs, as well as Down payment Assistance Programs (DAP) and Home Buyer Tax Credits, to make owning a home affordable for Kentuckians.

KHC has the tools to overcome barriers to homeownership. Tax credits and down payment assistance, gives you more options to get your customers into a home, and can help you close more loans.

Let us help your customers achieve their dream of homeownership!

Please visit KHC's website for more information and marketing materials.

For more information KHC's programs, or to receive marketing materials for them, contact KHC Single-Family Programs toll-free in Kentucky at 800-633-8896 or 502-605-1320; TTY 711; or email khuw@kyhousing.org.

www.kyhousing.org



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Accelerate Your Sales Meeting October 17th!

Mortgage Loan Officers and Sales Managers, don't miss this fast-paced 1/2 day that will provide you with great tips to generate additional business

Roger Ilsley - Sr. Sales Trainer with Essent Guaranty

Roger has 25 years of training experience spanning the mortgage insurance, banking, consumer and financial services industries. This includes 10 years delivering business skills workshops to mortgage lender across the United States.

Roger's presentation, titled, 'Getting Your Name Out', will feature:

- creative ways to market yourself
- tips and techniques to improve networking skills
- step-by-step strategies to build a networking plan to increase production, and,
- providing specific tools to improve networking impact

U of L Event & Conf. Center

Shelby Campus

Burhans Hall Room 162/163

The meeting kicks off at 8:00AM on October 17th, with registration, networking, and sponsor/exhibitor booths. The training will start at 9:00AM, and ends at 12:15PM.

Additional trainers and topics at this event include;

Becca Goldsberry/Southwest Consulting - *Generating Referral-Based Clientele*

Zak Stoiber/MGIC - *Rethink Your Social Media*

Also, MBAKY Past President Pam Thompson (CB & T) will provide a brief update on the status of the recently passed KY Remote Online Notary legislation that is set to be implemented in January, at the beginning of this meeting.

Registration for this is only \$69/member, and to pay by credit card or send a check, click

<http://www.mbaky.org/fall-meeting/>

Welcome New Member!



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

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.**

“Remember, members do business with members.”

2019 MBA of the Bluegrass Inc. Board Officers

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

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

Secretary—Brad Howard, (859) 281-5217, brad.howard@pnc.com

Treasurer—Mitch Florence, (859) 533-0764, MFlorence@republicbank.com

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

MBA of the Bluegrass 2019 Board Officers and Directors

Board Officers—

Jason Heflin—President, loanDepot, LLC*
Tyler Gossett – President Elect, Fifth Third
Mitch Florence – Treasurer, Republic Bank
Brad Howard—Secretary, PNC Mortgage
Abdul Muhammad –Immediate Past President, WesBanco Bank

Directors—

Brenda Weaver—ehome Network*
Tim Vaughan—Supreme Lending*
Bryan May—Century Mortgage Company
Alison Sheshull—Bluegrass Land Title LLC
Sherri Wagerman—MGIC
Wayne Thompson—Bankers Mortgage Consulting*
Marcie Morris—Kentucky Housing Corporation
Elke White—PNC Mortgage
Ryan McCord—Ryan McCord Insurance-KY Farm Bureau
Mat Hulberg—Jett Title

*Past Presidents

Title: MBA Statement on Enhancements to the CFPB Consumer Complaint Database**Source: MBA****Date: September 18, 2019****Contact: Rob Van Raaphorst, rvanraaphorst@mba.org**MORTGAGE BANKERS ASSOCIATION

WASHINGTON, D.C. (September 18, 2019) - "MBA appreciates the Bureau's willingness to make changes to the Consumer Complaint Database so it will be a better resource for consumers and provide a more accurate depiction of industry performance. The changes announced today by Director Kraninger, and the work in the months ahead, will allow consumers to make better informed and educated decisions with the information the Bureau collects and publishes through its complaint portal."

Title: August New Home Purchase Mortgage Applications Increased 33 Percent**Source: MBA****Date: September 17, 2019****Contact: Adam DeSanctis, adesanctis@mba.org**

WASHINGTON, D.C. (September 17, 2019) - The Mortgage Bankers Association (MBA) Builder Application Survey (BAS) data for August 2019 shows mortgage applications for new home purchases increased 33 percent compared to a year ago. Compared to July 2019, applications decreased by 0.2 percent. This change does not include any adjustment for typical seasonal patterns.

MBA estimates new single-family home sales were running at a seasonally adjusted annual rate of 785,000 units in August 2019, 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.

"New home purchase activity was robust in August, as both mortgage applications and estimated home sales increased from a year ago," said Joel Kan, MBA's Associate Vice President of Economic and Industry Forecasting. "Recent increases in new residential housing permits and housing starts, lower mortgage rates, and a still-strong job market all bode well for the new home sales outlook."

The seasonally adjusted estimate for August is an increase of 4.1 percent from the July pace of 754,000 units. On an unadjusted basis, MBA estimates that there were 61,000 new home sales in August 2019, a decrease of 3.2 percent from 63,000 new home sales in July.

By product type, conventional loans composed 69.3 percent of loan applications, FHA loans composed 18.1 percent, RHS/USDA loans composed 0.8 percent and VA loans composed 11.8 percent. The average loan size of new homes increased from \$325,457 in July to \$332,497 in August.

MBA's Builder Application 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.

2019 Committees

The next two pages have the committees for 2019. 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@supremelending.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—Mitch Florence, (859) 533-0764, MFlorence@republicbank.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

2019 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—Tyler Gossett, (859) 543-1487, tyler.gossett@53.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— 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—Abdul Muhammad, (859) 244-7254, AMuhammad@wesbanco.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>