

CASE STUDY

Understanding Sell-Side Views of the Residential Mortgage Industry

THE CLIENT:

A large U.S.-based mortgage originator

USERS:

CFO of the mortgage origination team

Many global markets experienced a roller coaster ride in 2020 as COVID-19 gripped the world, but U.S. housing remained a bright spot. The combination of demographic trends, limited inventory, and historically low mortgage rates supported residential real estate fundamentals.¹ Looking forward, the desire for more living space for work-from-home setups should see the demand for single-family housing continue to grow. At the same time, however, uncertainty remains. This includes whether Fannie Mae and Freddie Mac will exit conservatorship, and if the Consumer Financial Protection Bureau rule regarding qualified mortgages alters the landscape of mortgage financing in the country.

The CFO of the mortgage team at this large originator wanted to better understand where the housing market was likely headed. In addition, as a significant player in the residential mortgage-backed securities (RMBS) market, the CFO also wanted to take a close look at other market participants in these deals to evaluate their financial strength.

¹ “U.S. Residential Mortgage And Housing Outlook: Positive Momentum Carries Into 2021”, S&P Global Ratings, January 22, 2021, www.spglobal.com/ratings/en/research/articles/210122-u-s-residential-mortgage-and-housing-outlook-positive-momentum-carries-into-2021-11802962.



Pain Points

Members of the mortgage origination team wanted to see what industry experts at brokerage firms were saying about the outlook for the residential mortgage market, so they could provide the CFO details needed for the group's strategic plan. In addition, they wanted to delve into company-level research to understand the financial standing of other players in their RMBS deals. It was very time consuming, however, to create good relationships with a host of brokerage firms in order to obtain their research. The team needed easier access to this information and contacted S&P Global Market Intelligence ("Market Intelligence") to see how the firm could help. In particular, they were interested in having:

- **Extensive information** from a wide range of well-known brokerage firms available in one easy-to-access location.
- **Strong search capabilities** to quickly zero-in on companies of interest.
- **Thumbnail views of reports** to assess the content before downloading.
- **Side-by-side comparisons of reports** to easily see differences.

The mortgage origination team wanted to identify relevant information to help the CFO understand where the industry was headed, plus company-specific details to review other participants in RMBS deals.



The Solution

Market Intelligence shared its Aftermarket Research offering that includes contributions from top global and regional firms, such as J.P. Morgan, UBS Investment Bank, HSBC, Deutsche Bank, Jefferies & Company, Credit Suisse, Barclays, and RBC Capital Markets. Access to this rich information would enable the team to:



See what the market thinks about the mortgage industry and participating companies

The Aftermarket Research collection features more than 30 million reports from 1,800+ global investment research providers, including small- to middle-market brokers,² to help users gain essential perspectives on the companies, sectors, and industries they track.

Users can search on numerous fields, including:

- Ticker(s)/Company name
- Analyst
- Keywords
- Date range
- Contributors
- Categories
- Asset class
- Industries
- Geography
- Languages
- Page length

Searches can be saved for quick retrieval.

² Data as of March 2021

Users can learn about a report of interest before downloading, using precision search capabilities to evaluate:

- **Relevancy:** Locate relevant reports, ranked according to keyword search relevancy.
- **Table of Contents:** View a page-by-page summary of sections and tables in each report.
- **Document Thumbnails:** Preview the contents and layout of a report before downloading.
- **Keywords in Context:** Discover the context for a specific keyword or phrase of interest. Keyword searches also support synonyms and acronyms with keyword snippets and visualizations to quickly surface relevant research reports.
- **Multi-Preview Options:** Compare and contrast multiple reports using keyword mentions, table of contents, and report synopsis.

In addition, users can:

- **Organize** downloads by using batch-preview print and download functions.
- **Monitor** the information of most interest by creating saved searches and email alerts.
- **Use mobile apps** for smartphones and iPads to access the latest research to stay connected to markets and companies.



Key Benefits

Members of the mortgage origination team felt they would be well-equipped to monitor the markets and make informed decisions with the Aftermarket Research solution. In particular, they saw value in being able to:

- **Easily gain access to thousands of analyst reports from well-known brokerage houses and market research providers** to obtain in-depth company and industry analyses.
- **Save time and improve workflows** by accessing the information from many areas of the robust Market Intelligence platform.
- **Easily locate the research needed** with advanced searching tools, and receive email alerts of newly available research reports that match search queries.
- **Preview thumbnail views** of a report before downloading to understand the content and layout.
- **Compare reports** with a unique side-by-side preview capability.

[Click here to learn more about the Aftermarket Research solution.](#)

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