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Guild Mortgage: Culture of Customer Service, Entrepreneurship At Heart of Independent Mortgage Lender's Growth

*Advanced Technology, Experienced Leadership, Focus on Innovative Pilot Programs
and Specialized Products Help Company Become One of Largest in the U.S.*

Guild Mortgage was founded in San Diego in 1960 and grown from a single office to become one of the largest and most trusted independent mortgage lenders in the U.S. because of its experienced and talented people, entrepreneurial culture, focus on creativity and innovation, and commitment to customer service.

The company set a record with \$16.53 billion in total loan volume in 2018, with additional records in purchase loan and servicing volumes. Total volume was up 3.7% from \$15.94 billion in 2017 and surpassed Guild's previous record of \$15.97 billion achieved in 2016.

Since 2010 when its loan volume was \$4.08 billion and it had 75 branches in 16 states, Guild has grown four-fold, expanding from its base in the West to the Southwest, Southeast and South. It now has close to 4,000 employees operating from 205 retail branches in 33 states. The company services more than 220,000 loans and has correspondent banking relationships with credit unions and community banks in 47 states.

"We've grown because of the talent and dedication of our people, our commitment to developing personal relationships and our competitive advantage as an independent mortgage lender," said Mary Ann McGarry, president and CEO. "We offer loan options that help us serve more potential homebuyers - everyone from the first-time homebuyer with Veterans Affairs and Federal Housing Administration financing to those moving up to jumbo loans. Our entrepreneurial, team-oriented approach has helped attract top talent as we enter new markets."

The customer service culture has resulted in record growth in purchase loans and servicing. Guild's purchase loan business hit a record \$13.96 billion in 2018, up 10.2% from \$12.67 billion in 2017. Purchase loans represented 85.1 percent of total loan volume, up from 80.1% in 2017. Servicing grew 18.5% to \$45.69 billion for the year in 2019, up from \$38.55 billion at the end of 2017.

Guild has pioneered innovative programs to help first-time homebuyers achieve the dream of homeownership, often through government loan programs that require special expertise to implement and manage. By focusing on high-quality purchase loans, the company has achieved considerable success while building a reputation for excellent customer service.

Guild provides many options for helping active duty and retired military personnel secure VA loans, which provide 100% financing and flexible qualifying standards.

In August 2018, Guild launched its innovative 3-2-1 Home program*, which gives first-time homebuyers a low-down payment option and extra resources to make the home their own. 3-2-1 Home enables customers to purchase a home with as little as 3% down. Guild provides a \$2,000 Home Depot Gift Card and a \$1,500 grant that can be applied toward closing costs or increasing the down payment (after the minimum 3% investment is met).

“In many cases, a first-time buyer might pass on a property that needs a few upgrades,” said David Battany, executive vice president, capital markets. “The Home Depot® gift card offers a sense of security. Customers can purchase a home in an area they love and make upgrades, whether it’s new flooring, fresh coats of paint or landscaping. They can choose a new washer and dryer, design services or any other product or service available at The Home Depot.”

Guild was one of the first lenders to offer loans under Fannie Mae’s MH Advantage initiative, a mortgage program for manufactured homes with features and amenities comparable to traditional, site-built single-family homes. The competitive, flexible mortgage option can deliver significant cost savings when compared with financing for traditional off-site built or manufactured homes. Off-site built homes that qualify for MH Advantage can include custom amenities, such as attached garages, upgraded kitchens and bathrooms, energy efficient appliances and architectural features that help the property blend into an existing community or neighborhood.

In addition to developing innovative pilot programs and specialized products, the company has grown by opening branches in new and existing markets, and by adding smaller, profitable firms that are competitive in their local markets. With each new branch or office, Guild works to preserve its customer service culture with the addition of experienced, talented loan officers with established relationships.

In early 2018, Guild acquired certain assets of Cornerstone Mortgage of St. Louis, Mo., a fast-growing independent mortgage lender with 19 offices in three states and loan volume of \$1.01 billion in 2017. The addition gave Guild 19 branches and more than 200 employees in Missouri, Illinois and Kansas, and a significant presence in the Midwest for the first time.

Keeping the Customer Satisfied

Guild has built its reputation through customer service, and a commitment to developing trust and a personalized experience for each borrower. As McGarry and other company executives note, Guild has a wide range of customers, from first-time homebuyers to investors to real estate professionals and its own employees.

“A key to our success has been how well our loan professionals connect with customers in the communities they serve,” said Catherine Blocker, executive vice president, production operations. “From underwriting to servicing, we offer our customers a personal relationship, open communication and guidance through one of life’s most important purchases. We’re

committed to interacting with our customers however they choose, and our customer responses continue to be overwhelmingly positive as a result.”

Guild earned a Servicer Total Achievement and Rewards™ (STAR™) Performer recognition from Fannie Mae for 2017 and 2018, demonstrating its company-wide commitment to customer service and regulatory compliance. The STAR Program defines industry standards and leading practices, while recognizing Fannie Mae's highest-performing servicers.

The company's emphasis on building relationships and treating people well are evident in its reputation as a good employer. In 2018, for the sixth straight year, Guild was recognized as one of San Diego's 'Top Places to Work' by *The San Diego Union-Tribune*, the region's largest daily newspaper. Guild has been recognized by national trade media and professional organizations as a top place to work and among the fastest growing independent mortgage lenders in the country.

“When customers walk into a Guild office, they are made to feel at home by the friendliness of the employees who greet them and the useful information provided by our experienced loan officers,” said Barry Horn, executive vice president, national production manager. “We focus on each homebuyer's needs and treat people with respect. Our goal is to have satisfied homebuyers who know we'll be there for them, through all of life's changes.”

Embracing Technology

Guild has worked to develop its own technologies to increase efficiencies and deliver better customer service. Early on, it designed its own custom systems, from automated underwriting programs, to today's network that provides access to real-time information and integration across all departments and functions. The integrated systems allow Guild to add new branches with relative ease.

The company uses technology to streamline and improve the mortgage experience through faster and more accurate processes in marketing, origination, servicing, compliance and home-loan education. With automation, Guild's loan officers and staff can focus on connecting with people, educating them about the mortgage process and building long-term relationships.

Guild took a step toward a more simplified mortgage process in April 2017 when it launched MyMortgage, a digital mortgage portal aimed at combining a paperless loan application with a personalized mortgage experience. MyMortgage lets customers upload documents and manage their checklists from any mobile device, simplifying the process from application to close through a secure, cloud-based technology platform.

“MyMortgage provides a state-of-the-art digital mortgage that improves the customer's experience,” said McGarry. “A mortgage is such a personal transaction. Beyond the use of technology to make the loan process more efficient, our loan officers help customers find the right loan in what is often the most important financial transaction of their lives.”

In September 2018, Guild launched a secure eClose option powered by its proprietary technology and DocuSign. Guild's eClose option lets customers review and sign loan documents electronically, helping to make the signing of closing documents more efficient than a traditional mortgage closing. The eClose process allows Guild's loan officers to provide more personal attention and guidance to each customer at closing.

eClose delivers enhanced security protections, while reducing paperwork. Customers can review loan documents as they are released by Guild, whenever they choose, on their computer or mobile device and from the comfort of their home, work or on-the-go. Customers can close with confidence, having had more time to review their final loan documents in advance of closing.

In February 2019, the company launched Guild-to-Go, a mobile application designed to offer real estate agents more transparency and efficiency throughout the loan process. With Guild-to-Go, the company's real estate partners can connect directly with their preferred Guild loan officer from any mobile device or select a loan officer by location through the app's built-in map feature. Once registered, agents can refer their clients to Guild to start the loan application and pre-approval process with a few clicks.

Guild-to-Go generates customized, on-demand pre-approval letters that can be shared instantly with clients, eliminating back and forth in the pre-approval process and enabling agents to submit offers faster for their buyers. Agents can track the status of their customers' files throughout the loan process with real-time updates and status notifications from application to close.

A Trusted Industry Partner

Since its founding in 1960, Guild has developed and cultivated successful business partnerships that have lasted for decades. Its widely recognized as one of the most experienced and trusted independent mortgage lenders in the U.S. among industry regulators, government-sponsored enterprises, investors, strategic partners and industry insiders.

Guild works closely with multiple government organizations including Fannie Mae, Freddie Mac and Ginnie Mae. The company's highly trained loan professionals are experienced in many GSE-backed options, low down payment assistance programs and other specialized loan products. Guild has been a pioneer in offering VA and FHA loans for more than five decades and was one of the first lenders to offer loans with Ginnie Mae starting in 1977. It maintains close relationships with each organization today.

Guild has partnered with Fannie Mae and Freddie Mac to offer innovative pilot programs and specialized products, such as MH Advantage or its refinancing option in partnership with Airbnb that considers short-term rental income as an acceptable source of qualifying income on refinance applications.

Guild is known as an innovator and reliable partner dedicated to offering a positive experience to its strategic partners, including real estate agents, title agents and builders.

The company has a long history of partnering with builders to work toward the common goal of helping more people purchase homes. Its dedicated team is trained in new construction loans and has a proven track record of closing on time, with in-house processing and underwriting. Guild's work with builders generates more than \$1 billion in business each year.

A Commitment to Giving Back

Guild Mortgage's success over the past half-century was built on a foundation of core principles: delivering excellent customer service based on trust and personalization, creativity and innovation, and a commitment to improving local communities. To deliver on that commitment, the company launched the Guild Giving Program in 2010, which encourages employees to donate time and money to their own communities.

"We are committed to giving back to our local communities," said McGarry, "That commitment has been part of Guild's culture for almost 60 years."

The Guild Giving program is a company-wide initiative designed to build on existing relationships in every community Guild serves. It helped to formalize community involvement among the company's nearly 4,000 employees and includes a spirit of friendly competition among its branches and regions to give back and promote the work they are doing to support their communities. Guild employees are awarded up to 16 hours of paid volunteer time each year and can choose where their energies and resources would be best placed.

In 2016, Guild established the Guild Giving Foundation, marking a new phase in the evolution of the Guild Giving program. In addition to supporting dozens of local and national charities through direct donations and company-backed volunteer time, the Guild Giving Foundation offers a dollar-for-dollar donation match, up to a maximum of \$250 each year, for every employee, and 10 \$1,500 academic collegiate scholarships each year. Its annual golf tournament raised close to \$500,000 in support of the homeless, and disadvantaged women and children in San Diego the last two years.

Leadership Team

Setting the tone for the company's growth and continuous improvement is the executive team headed by president and CEO McGarry, with Guild since 1984.

The company's partners have an average tenure of more than 30 years at Guild. To ensure the future of their long-term strategic plan to grow throughout the U.S., McGarry and team began attracting new talent from throughout the industry. Its executive ranks include recognized industry leaders in finance, accounting, economics, product strategy and development, credit policy, investor relations, regulatory affairs, and technology.

Prior to becoming president and CEO, McGarry has served as senior vice president of loan administration and information technology, chief financial officer, chief production operations officer, and chief operating officer. Terry Schmidt, trained as a CPA like McGarry, is executive vice president and chief operating officer.

Together, they have overseen the development of a team-oriented corporate environment, characterized by employee loyalty, innovation, collaboration and a commitment to Guild's continuing success.

Guild Mortgage's commitment to customer service, culture of innovation and experienced leadership team have been keys to the company's continued growth, while supporting its mission of delivering the promise of home in every neighborhood and community it serves.

Guild Mortgage Company is an Equal Housing Lender, company NMLS #3274.

*Guild Mortgage is not affiliated with The Home Depot. The Home Depot is not a sponsor of this promotion. The Home Depot is a registered trademark of Home Depot Product Authority, LLC. All rights reserved. Must not have owned property for the previous three years and meet other first-time homebuyer qualifications. Payment subject to maximum allowable lender credit and minimum contribution requirements. Some loans require a minimum cash investment by the borrower, which may limit the amount of any lender credits or payments by Guild under the offer. 3-2-1 Home is not available in Nevada.

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For additional information, visit www.guildmortgage.com

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