

Deitch

Strategically Transforming the Mortgage Banking Industry

Thought Leadership on Disruption from Maverick CEOs

Strategically Transforming the Mortgage Banking Industry discusses how to strategically transform a real estate lender's business to increase efficiency and profits using case studies of twenty-five mortgage banking industry leaders who are changing the industry by leveraging proactive strategies and solutions. Many in the industry appear to accept the 'no strategy' view of the mortgage banking business but at this point in its history, there are many strategic choices that can be freely made by mortgage executives. Some executives, in fact, are rapidly examining strategy and becoming disruptors in the industry. This book discusses the history of the mortgage industry, disruptions in the established business models, as well as how to harness these disruptive forces and use them to your advantage.

Cover



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