

MARKETING NEWS

BRM IS THE NEXT REVOLUTION IN OUR EVOLUTION.

Just as ATM, DVD and WWW have revolutionized everyday life, BRM is the next three-letter acronym that means a huge change in how we do business.

In fact, BRM—broker relationship management—changes how many departments throughout the company can better leverage time, energy and resources, from sales to marketing.

BRM features include the following benefits for account executives:

- Complete visibility of their brokers and contacts, including territory management information detailing which brokers have not funded lately
- Lead management information, allowing them to view leads in each stage of the qualification/approval process
- Proactive alerts to highlight changes in broker performance and other important items to take action on

The company-wide benefits of BRM include helping us further out-distance the competition. “BRM enables us to enhance our relationship with our customers by providing the information to make our marketing more targeted and relevant, our customer service more efficient, and our sales efforts more informed and effective,” says Kelly Canell-Kessman, director of broker relationship marketing.

“BRM is a new way for account executives to grow their business and target prospects in a very pragmatic and disciplined way,” adds Victor Dominguez, vice president of wholesale marketing.

The benefits to marketing are significant, too, which, in turn, help the bottom line. “BRM will allow us to hit those contacts who we never knew existed,” says Rowena Rana, marketing specialist, products. “It will

allow us to aid our sales team in helping keep New Century on the forefront of their brokers’ minds through our email campaigns so the account executives can do what they do best—build relationships and sell.”

And those who were part of the pilot program have good things to say, too. “BRM is a very useful tool, and very easy to navigate and explore,” says Ben Stucker, an account executive in Region 27 and four-time President’s Club recipient. “I think with this tool it will be much easier for us, as account executives and area sales managers, to manage our pipelines/brokers and figure out who is not ‘paying’ us for our time. Reports like this are necessary to achieve the top tiers of production here!”



BRM by the Numbers

Kelly Canell-Kessman, director of broker relationship marketing, shares how BRM has enabled marketing to revolutionize the way campaigns are developed and executed. This has resulted in:

- Growing our contact database from 60,000 to 250,000 in 18 months
- Increasing the targeted campaign emails sent from 1 million to 8 million, annually
- Over \$17 million in incremental revenue in 2006 (through Q3) directly related to BRM campaigns

Deployment of BRM for sales began in January 2007 and will continue through May.”

And, of course, creating BRM is a collaborative effort. “The BRM team is a group of extremely talented and dedicated associates who I’m confident will continue to guide BRM to even greater success,” Kelly says.

And all those factors mean yet another three-letter acronym—BRM will help keep New Century A-OK. ■

PRODUCTION LINE

MARKETING NEWS

VICTOR DOMINGUEZ: THE NEWEST FACE IN WHOLESALE MARKETING

Victor Dominguez, vice president of wholesale marketing joined New Century Mortgage last November. It’s taken only a short while for Victor to make his mark in the department.

How do you define marketing?

VD: To summarize, marketing is an organizational function that aligns sales and stakeholders with resources to create communications about products and services for our customers. The process begins with internal customers and extends beyond the transaction so we can develop customer loyalty.

What is your management style?

VD: Let the best idea win and allow it to come from anyone or anywhere. Give people blue sky opportunities to prove their talents. Manage to an inverse organization chart the bigger the title, the more people you work for. Introduce friendly competition, require constructive critiques and allow family to come first.

What career accomplishments are you most proud of?

VD: I started a boutique ad agency, employed some great people and sold it to a mid-size firm. The experience taught me to handle the weight of managing both people and capital resources. In another lifetime, I was also the architectural designer for a resort development company despite no training in architecture. It was extremely rewarding to attain that position with sheer commitment and the skills I’ve developed through hard work and discipline. It also helps to stay hungry.

Does having a design background give you a different perspective in marketing?

VD: Yes, it does. I’ve found I can be of service working as a bridge between creative services, analytical marketing and business professionals.

How will marketing play a pivotal role in the current market conditions?

VD: Marketing needs to focus on two critical objectives: be timely and stay relevant. We’ll need to fight harder for every single loan—from timely support for our sales force to staying relevant to the issues facing our brokers. We need to be proactive because there is not enough time to be reactive. To accomplish this, every Associate in marketing is being asked to be a relationship manager and get better connected to the professionals in the field.

What are your top goals for 2007?

VD: Rob, Steve and division manager Dan Blocker have already defined them. This year we’re focusing on four things—the ABCDs of 2007. They stand for Alt-A, BRM,

correspondent lending and defaults. Since these are the top goals for the company, we need to do our part. BRM, for instance, will help us measure ROI faster so we can jettison ineffective campaigns and enhance the successful ones to keep on track with our strategies and tactics; all of which will add to the bottom line. [For more on BRM, see page X.]

Why did you choose to join New Century Mortgage?

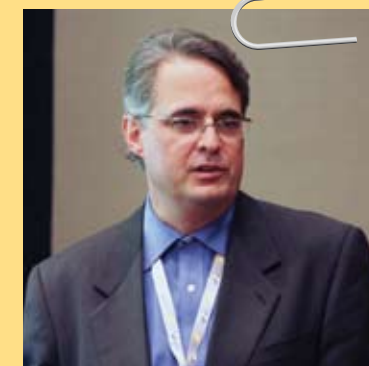
VD: It was much more of a pull to come to New Century than a push to leave CB Richard Ellis. I like the vibrant sales culture. It’s a work-hard, play-hard world. They accept the risk and value the reward. I’ve worked with mortgage companies from the agency side so I got just what I asked for. What’s most compelling for me is that we aren’t driving to unseat competitors per se; we’re simply working to be the best New Century Mortgage can be.

What is your personal motto?

VD: I’m my own toughest critic. I believe the cornerstone of competition is to compete with yourself and to seek to improve your own game.

How do you balance family and work?

VD: My wife understands that it’s not a job, it’s a lifestyle—I will always have a laptop and my BlackBerry wherever I go. I admit I’m a bit hung up on being a provider for my family, but I work to maintain a flexible schedule so I won’t miss my daughter’s ballet performances and I can volunteer at school. A family event can never be replaced, but a meeting can be rescheduled.



Victor Dominguez

Victor’s Vitals

Family: Married with two daughters: Taylor, 12 and Kendall, 9

Favorite band: Dire Straits

Favorite book: The Killer Angels by Michael Shaara

Three words a good friend would use to describe him: Easygoing, spontaneous, bad golfer

Perfect vacation: A tank of gas, camping gear and a general direction, like north.