The loan is paying off either way. Let's give you the best chance at keeping the customer.

A working recapture program: who gets called, who calls them, how fast, and how it is counted. Built on your own payoffs, not a peer ranking.

Part of your portfolio pays off every month and has to be replaced. Every payoff you do not recapture is a customer, and the balance they carried, handed to a competitor, and at most lenders it is the least managed part of the business. **We find out what happened to every loan that paid off, then build the program that keeps the next one**: a written rule for who calls the borrower, and one number you can take to your board.

1 FIND OUT WHAT LEFT

Start with your own payoffs, not a benchmark.

- **The payoff autopsy.** Six months of payoffs, walked down step by step to the number nobody has: how many dollars paid off without ever getting a phone call.
- **Three buckets.** Refinanced elsewhere, sold and bought elsewhere, no new loan. Purchase recapture is rarely counted, and it is the half that does not depend on rates.

2 BUILD THE PROGRAM

Settle what is hard to settle from the inside.

- **Who gets called.** The loans worth working, and an honest list of the ones you were never getting back.
- **Who does the calling.** The original loan officer, a retention desk, or a timed hand-off between them. We write the rule, not a menu.
- **How you reach them.** Portal, email, text, dialer, and the payoff-quote call almost every lender wastes.

3 MAKE IT STICK

A program has an owner and a number.

- **One number, frozen.** What counts, what is excluded, how often. Reported by investor and by reason the loan was lost.
- **An owner and a monthly page.** Plus a 90-day plan where every item has a name, a date, and a way to tell whether it worked.

Measured against your own book. *In our own survey of servicing clients, 38 of 53 do not track their recapture rate, and the ones who do each define it differently. So we do not hand you a ranking. We set the baseline from your last twelve months of payoffs and measure the program against that.*

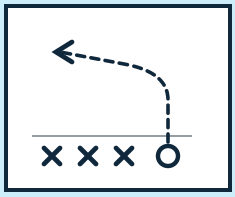
Build it before the next refi wave.

Payoffs spike when rates fall, and that is the worst moment to start writing the rules. The program takes longer to build than the wave takes to arrive. Whatever you have in place on the morning rates drop is the program you get.

FIXED SCOPE · CONFIDENTIAL · NO OBLIGATION

We build your recapture playbook.

A short, fixed-scope first engagement: we run the payoff autopsy on your last six months, set the one number, and hand you the list of what to fix first.



EVERY PAYOFF IS A PLAY

We write the one that wins it back

GMc Recapture Playbook℠

Open to a 30-minute, no-obligation conversation about your options?

Garrett, McAuley & Co. advises mortgage bankers, community banks, and credit unions on lending and servicing operations, profitability, and counterparty risk. Every engagement is led and signed by a firm principal.

Garrett, McAuley & Co.

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