

# Why Benchmark?

Benchmarking offers organizations and decision makers the ability to measure critical business functions and operations closely tied to revenues and profits.

In a time where lenders are experiencing declining production, tighter margins, longer turn times, and declining revenues, a focus on reducing costs and improving efficiencies and effectiveness is vital.

Strategic initiatives like benchmarking are on the rise because they provide business executives with valuable information that fosters key decisions.

Benchmarking is an objective measurement used by managers to make informed business decisions, develop strategy, create initiatives, and improve processes and systems.



“Richey May Select has been very valuable to bring to board meetings. Recently, during significant changes in the industry, it has provided confirmation that we are managing our business appropriately.”



## EDUCATE

Warehouse lenders and investors are benchmarking you against your peers and so should you. Arm yourself with the facts before you negotiate your line or settle an indemnification.

## POSITION

Highlighting your strengths in the market can be a powerful sales tool to borrowers, loan officers and branches. In a competitive environment, facts are the differentiator between securing that high producer.

## DISCOVER

Identify areas for expansion. What platforms are thriving and which are struggling? Self-assess your performance: production, turn-times, margins and productivity to expose strengths and weaknesses.

## MANAGE

Benchmarking is your reference point for implementing and managing change. Encourage discovery of new ideas through a strategic look at your performance.