



# CMB TECHNOLOGY COMMITTEE

# Newsletter



## The Survey Results Are In!

CMB's participated in a survey of the hottest topics they would like to see from this committee in 2024 - Pages 2-5

## CMB Resources

Library of webinars with links to recordings and/or to registration.

White Papers Downloads.

Pages 6-7

## CMB Tech Spotlights

Rhiannon Bolen, CMB, AMP

Suha Beidas Zehl, CMB

Larry Fried CMB

Pages 6-10

## CMB Tech Committee Org Chart

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## CMB Tech - What's Next?

MBA Education Webinar Series: Optimizing Warehouse Expense - FREE for MBA members;

12:00-1:00 ET

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Home / Conferences and Education / All Upcoming Webinars

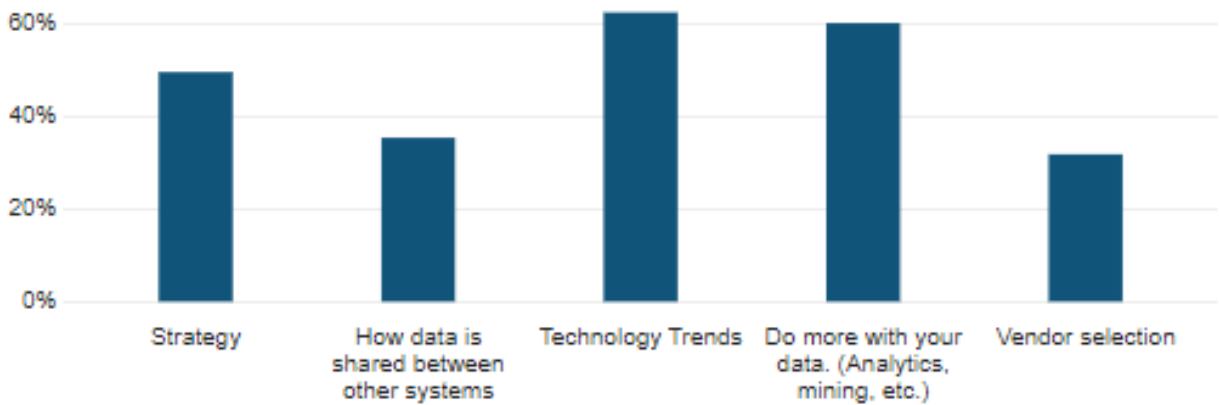
## All Upcoming Webinars



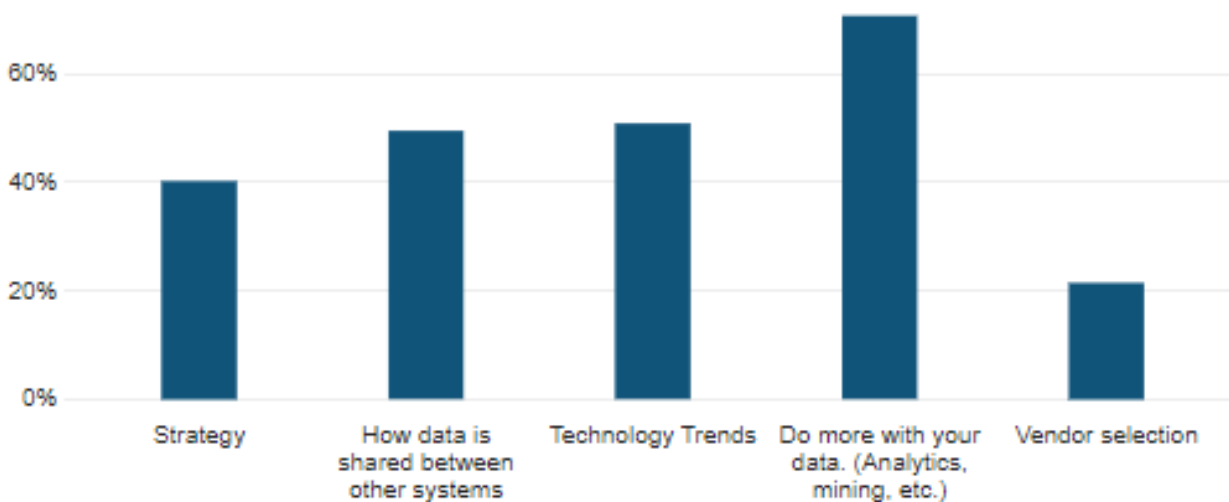


# 1st Annual Technology Survey Results

Q1 - Relative to technologies for **Originating** mortgages, which of these areas would you want more information?



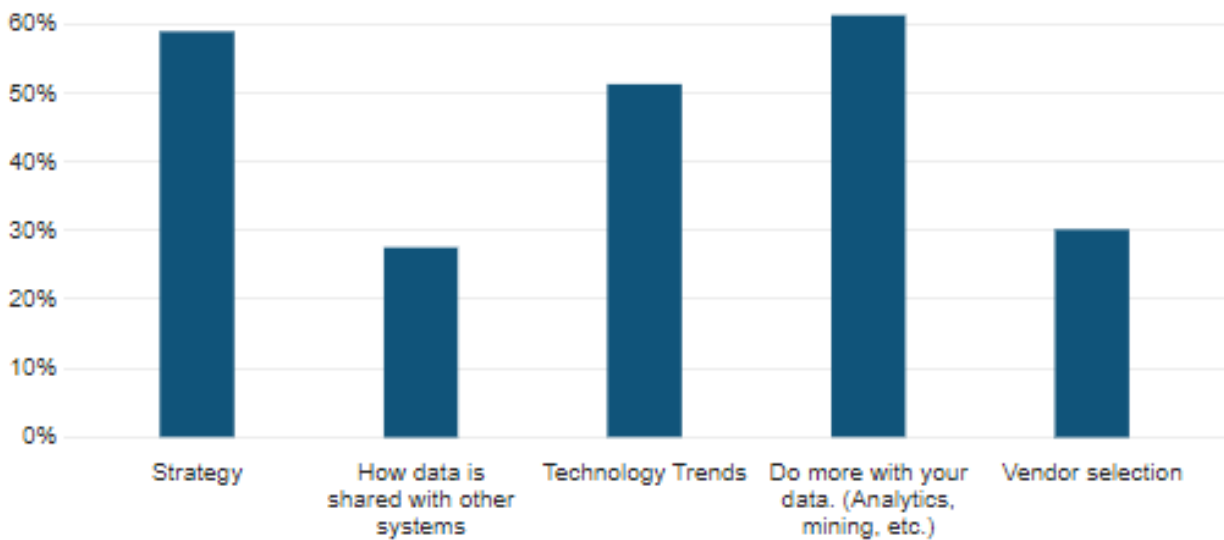
Q2 - Relative to technologies for **Servicing** mortgages, which of these areas would you want more information?



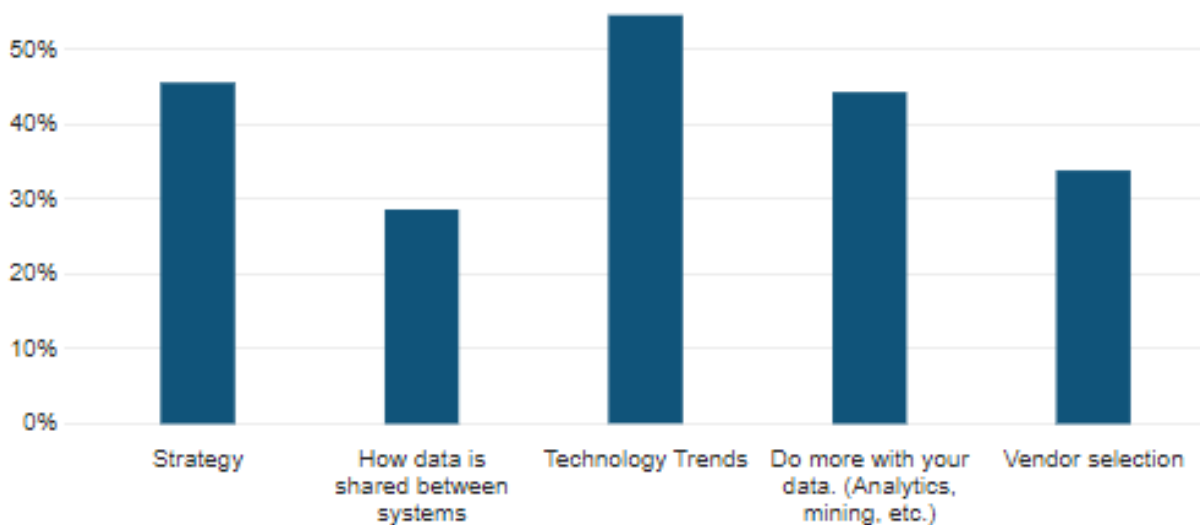


## 1st Annual Technology Survey Results

Q3 - Relative to technologies for **Secondary/Capital Markets**, which of these areas would you want more information?



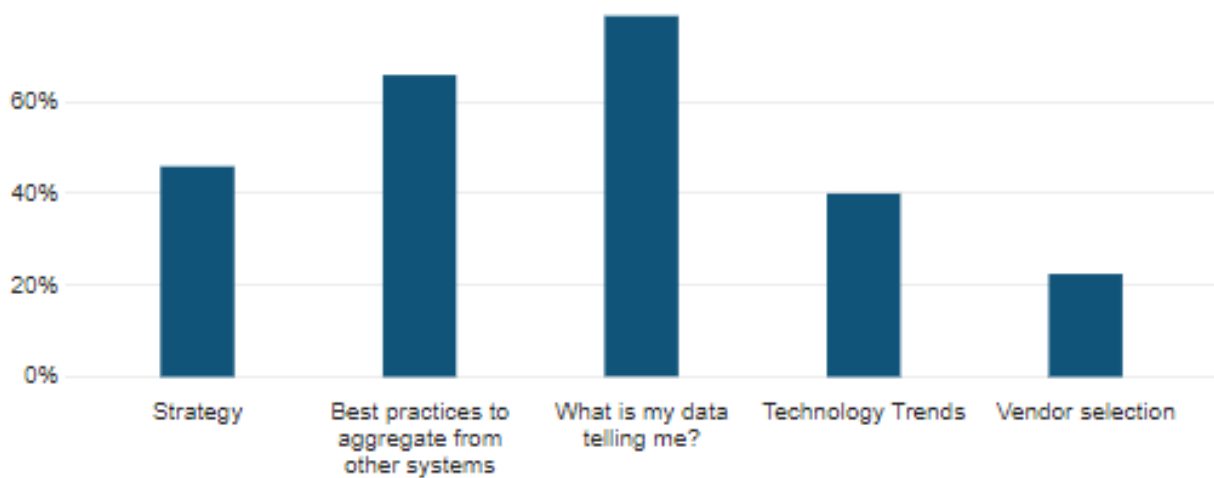
Q4 - Relative to **Regulatory Compliance**, which of these areas would you want more information?



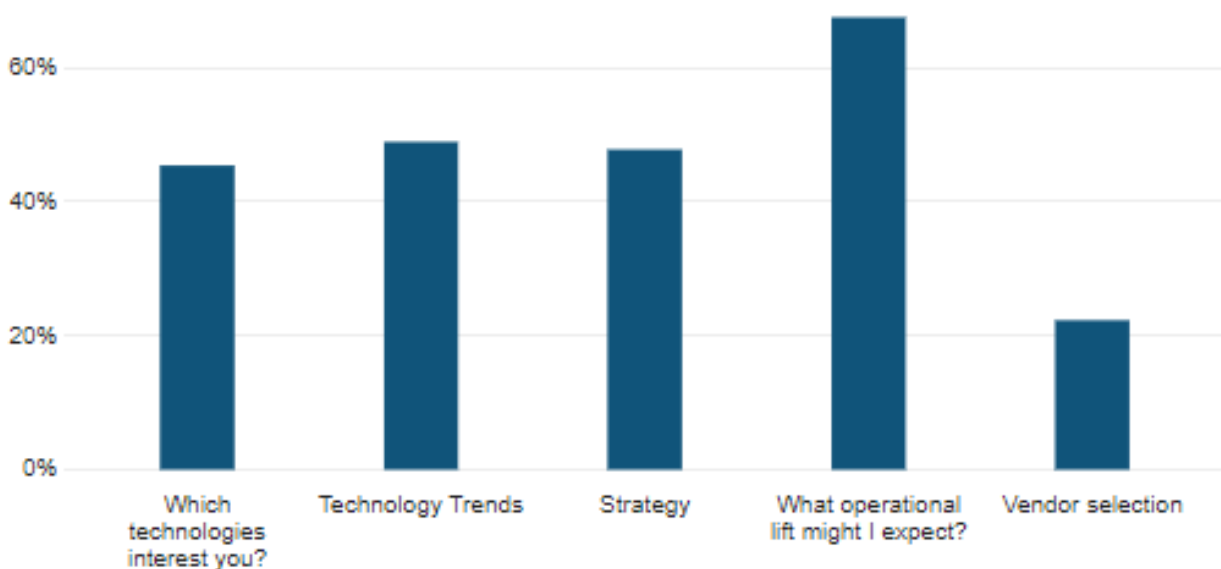


# 1st Annual Technology Survey Results

Q5 - Relative to **Data & Decision Analytics**, which of these areas would you want more information?



Q6 - Relative to **Emerging Tech like AI, ChatGPT, Blockchain, or Cryptography**, which of these areas would you want more information?

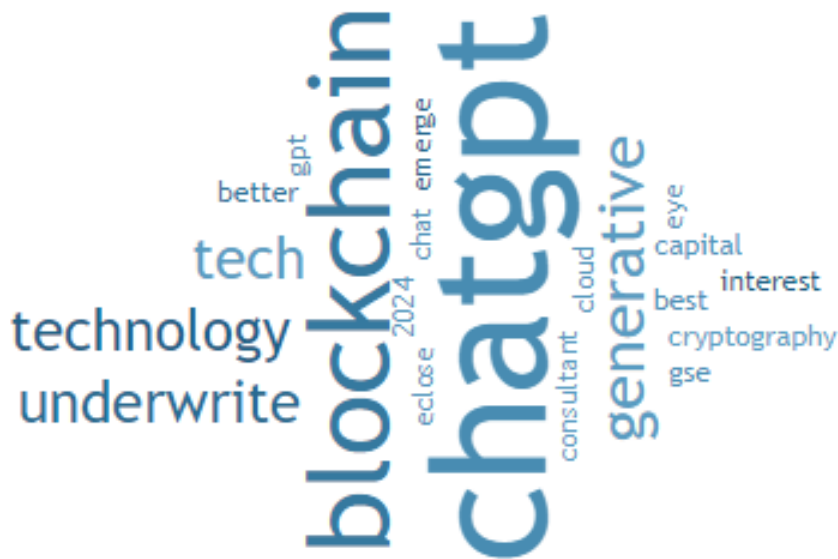




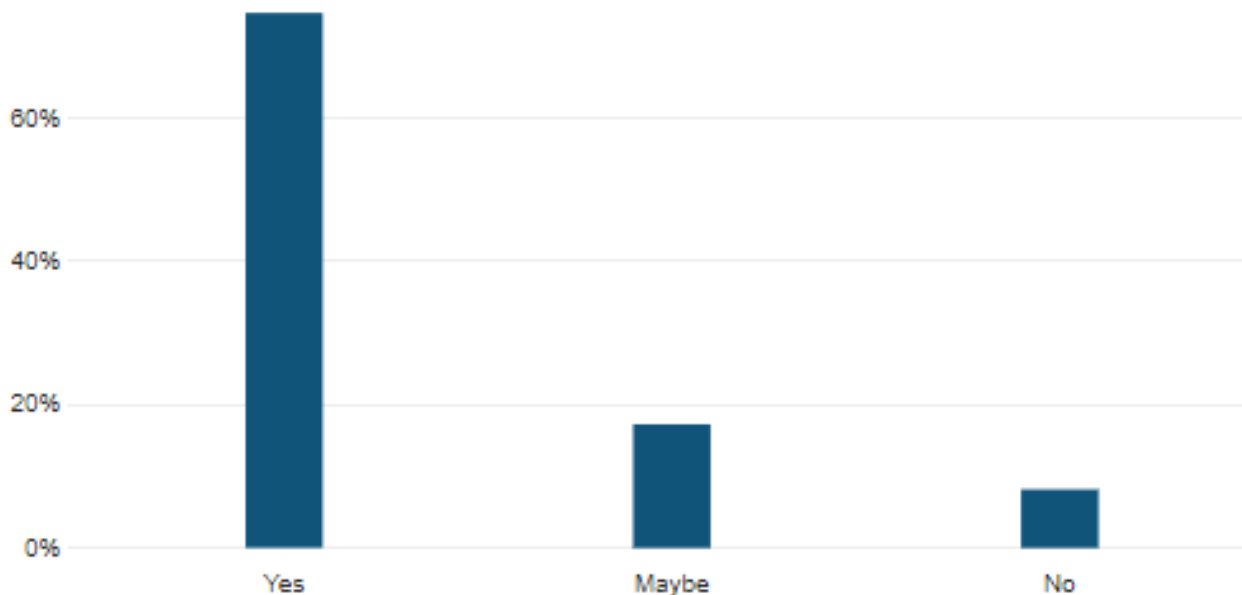
# 1st Annual Technology Survey Results

Q6.1 - Which technologies interest you?

39 Responses



Would you have any interest in hearing about which newer computer and/or mobile technologies your CMB peers find most useful for managing their daily workload?





# Archive CMB Technology Quarterly Webinars

If you missed these webinars, you can watch them now by clicking the links below.

## Webinar

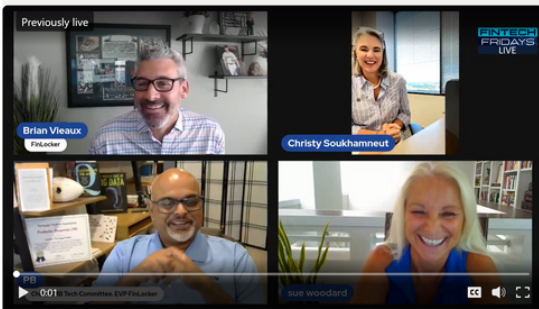
CMB QUARTERLY  
WEBINAR:  
ACCELERATING THE  
FUTURE OF LENDING  
WITH ECLOSING -  
INSIGHT FROM CMBS

[WATCH HERE](#)

## Power Point



[INSTANT DOWNLOAD](#)



Fintech Fridays Podcast LIVE Achieving Positive ROI on Tech Investments  
Event by Fintech Fridays Podcast  
Wed, Jul 19, 2023, 1:00 PM - 2:10 PM (your local time)

[WATCH HERE](#)



[INSTANT DOWNLOAD](#)





# Archive CMB Technology Quarterly Webinars

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## Webinar

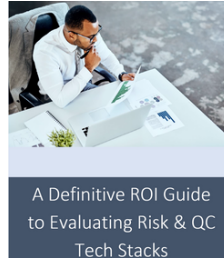
CMB Society Quarterly Webinar:

### ROI Guide to Risk & QC Technology

Cecilia Janson and Chris Bruner discuss a framework for evaluating QC tech stack

[WATCH HERE](#)

## Free Resource



Chris Bruner and Cecilia Janson wrote a white paper on ROI from technology investments in mortgage banking.

[INSTANT DOWNLOAD](#)

CMB Quarterly Webinar:

### Best Practices - Implementing New Technology

February 21 | 1:00 PM - 2:00 PM ET | Webinar

Julie Messina, Secondary Marketing Manager, LHM Financial, and Lyubomira "Val" Buresch, CEO, Polygon Research

[WATCH HERE](#)

CMB Quarterly Webinar:

### The Imperative to Control Cost to Originate... A Path Forward

December 6 | 1:00 PM - 2:00 PM ET | Webinar

James Deitch, CEO, Teraverde

[WATCH HERE](#)

## Larry Fried, CMB

Country Head, USA at Digilytics AI



### HOW DID YOU GET INTO THE MORTGAGE INDUSTRY?

Got into the mortgage industry back in the dot-com era with the first startup to do online loans. Knew nothing about it but got licensed, learned several aspects of the business and have been involved with it for the past 25+ years!

### HOW DO YOU USE TECHNOLOGY TO IMPROVE YOUR OWN WORK? OR, HOW DO YOU USE TECHNOLOGY TO IMPROVE YOUR CLIENTS' WORK?

Technology is all about improving manual, mundane processes and making people more efficient. I've been focusing on this for almost all roles and channels over the years from the loan officer and origination, through processing and underwriting, and now on the loan review and servicing fronts.

### WHAT ARE THE BIGGEST CHALLENGES FACING CMBS, AND MORTGAGE BANKERS IN GENERAL, IN THE DIGITAL AGE?

Biggest challenges (obstacles) are the ever changing compliance landscape. More rules and regulations to learn and abide by increase difficulty and cost to all parties. Lack or resistance to adopting technology also hinders this and the multitude of parties involved in a transactions makes this (technology usage) challenging to adopt and implement.

### WHAT ADVICE WOULD YOU GIVE TO OTHER CMBS WHO WANT TO STAY AHEAD OF THE CURVE?

Try to tackle one piece of your workflow by applying the latest technology. Don't try to do too much at once.

### WHAT ARE YOUR THOUGHTS ON THE FUTURE OF THE MORTGAGE BANKING INDUSTRY?

ABusinesses are typically cyclical and we are in the third major downturn of my career. Volumes and investment usually bounce back so surviving through the slow times is key and getting more efficient and translating cost to variable rather than fixed where possible through investment is a sound strategy.

### ARE YOU A CMB SPONSOR?

I just sponsored a former colleague, Marci Davis, who has been in the industry 20+ years and already is involved and engaged in the society.

### FAVORITE MORTGAGE MOMENT/FUN FACT IN THE INDUSTRY

### SECRET TALENT (OR ANY OTHER PERSONAL TIDBIT



# CMB Tech Spotlights

## Suha Beidas Zehl, CMB



### Founder & Senior Advisor



#### HOW DID YOU GET INTO THE MORTGAGE INDUSTRY?

Like many, I "fell into" the industry. I had been living abroad for several years when 9/11 happened and I decided it was time to return home. When I got back, I couldn't land an interview, let alone a job. So I signed up with a temp agency (a girl's gotta eat) and my third assignment was at a small start-up IMB. The rest, as they say, is history.

#### HOW DO YOU USE TECHNOLOGY TO IMPROVE YOUR CLIENTS' WORK?

As Steve Jobs said (circa 1997), when it comes to technology, one of the hardest things, when one is trying to affect change, is to understand how that technology fits in to a cohesive larger vision. He goes on to explain how we must always start with the customer experience and work backwards to the technology. We can't start with the technology and try to figure out how we are going to use it or sell it. Technology is a facilitator; it provides the path but it is not the solution! So when working with clients, it's my responsibility to help them understand the problem or the issue at hand and what they are trying to solve.

#### WHAT ARE THE BIGGEST CHALLENGES FACING CMBS, AND MORTGAGE BANKERS IN GENERAL, IN THE DIGITAL AGE?

When it comes to the digital age, the challenges our industry faces continue to multiply. Aside from the given market volatility, as an industry, we are facing increased scrutiny when it comes to cyber security, data security, privacy concerns, and risk management. We must take into consideration the regulatory landscape, our changing customers expectations, and the role technology plays (generative ai, predictive/prescriptive analytics) in our everyday lives. And if that weren't enough, we have to be agile, flexible, and able to pivot on a dime. Our industry is definitely not for the faint of heart. :)

#### WHAT ADVICE WOULD YOU GIVE TO OTHER CMBS WHO WANT TO STAY AHEAD OF THE CURVE?

There really are no shortcuts. You have to stay informed through continuous education and professional development. You have to stay abreast of industry trends; grow your network; ask questions; join online communities; volunteer for committees. Raise your voice and share your feedback.

#### WHAT ARE YOUR THOUGHTS ON THE FUTURE OF THE MORTGAGE BANKING INDUSTRY?

What we do has a HUGE impact on others - and I am truly excited for what the future holds and where the industry is heading. Going back to what Steve Jobs said, if we can imagine that future and then work backward to the technology that will help us deliver that future - BOOM ✨ We will be able to put more families in homes, bridging the minority homeownership gap, and in turn helping those families create generational wealth - changing their lives forever.

#### ARE YOU A CMB SPONSOR?

Not yet BUT I have submitted my name as an available sponsor and I look forward to helping others achieve this prestigious designation.

#### FAVORITE MORTGAGE MOMENT/FUN FACT IN THE INDUSTRY

I have SO many favorite mortgage moments ... attending my first NAC and "storming the Hill", every mPower event, completing the Future Leaders program, participating in my first CMB Amazing Race last year.

#### SECRET TALENT (OR ANY OTHER PERSONAL TIDBIT)

Not to be braggy BUT I started college at 16; I speak 5 languages; I am a trained chef; and I love to scuba dive.

## Rhiannon Bolen, CMB, AMP

Vice President, Executive Account Leader, ICE Mortgage Technology



### HOW DID YOU GET INTO THE MORTGAGE INDUSTRY?

I got into the mortgage industry much like many others - I am a child of mortgage so got my first job through a contact of my mom's. I was in a completely different industry prior to coming to mortgage. The best part about being in the industry are the connections you make - being in B2B strategic sales for most of my career (in various roles), I thoroughly enjoy the opportunity to learn and engage with my client's around their business - understanding their needs, where they're challenged and what opportunities are in front of them. Building this kind of trust and rapport over the years is one of the most rewarding things I've accomplished in my career.

### HOW DO YOU USE TECHNOLOGY TO IMPROVE YOUR OWN WORK? OR, HOW DO YOU USE TECHNOLOGY TO IMPROVE YOUR CLIENTS' WORK?

I'm a firm believer in using technology to work more efficiently and encourage my colleagues, partners and clients to do the same. There are so many applications that can streamline communication, reduce manual work and enable shared ideas and perspectives - it almost seems silly to me to not take advantage. PLUS, as a road warrior, anything I can do to be more mobile is always a plus.

### WHAT ARE THE BIGGEST CHALLENGES FACING CMBS, AND MORTGAGE BANKERS IN GENERAL, IN THE DIGITAL AGE?

Acquiring technology without a firm gameplan for implementing and enhancing it as it evolves is an exercise in futility. Technology can look very slick in any demo environment and we are fortunate now to have a lot of options with varying different solutions available (which we didn't have in the past) - but you really have to do your due diligence to make sure the solution is a good fit for your business and ensure that you are asking the right questions, obtaining referrals, giving your company ample testing time and negotiating the contract where it works for adjustments or hurdles that are encountered. It's pretty complicated, so navigating this in this emerging work of mortgage technology automation can be tricky.

### WHAT ADVICE WOULD YOU GIVE TO OTHER CMBS WHO WANT TO STAY AHEAD OF THE CURVE?

In our industry, technology is increasing and evolving rapidly. We've lost a lot of folks in this last contraction and some of them may not return. I think also that the majority of us would like to get away from the traditional "staff up and staff down" habits that we usually fall into. You can avoid some of this with the effective use of technology, but you have to have a constant pulse of what's out there and what's effective. I'm almost of an opinion these days of having an employee where part of their role is to demo and research technology that could fit a use case for the business. Having someone that keeps a pulse on this can help you stay ahead of the curve. Also don't forget about the research and due diligence that has to continuously be done on enhancements of any technology that you CURRENTLY own. Technology lives and breathes and it's important to stay updated.

### WHAT ARE YOUR THOUGHTS ON THE FUTURE OF THE MORTGAGE BANKING INDUSTRY?

I'm bullish for 2024. I think we've seen some recent positive news and movement in rates as a reaction to Fed moves. I think you will really start to see lenders employ more affordable housing programs and the agencies starting to offer more programs that will help get first time home buyers into homes they can afford as well. Prices will start to come down later in the year I think and set up 2025 to be a more "normal" year in terms of new buying and refis. Lenders have an opportunity to use 2024 as their springboard for cleaning up their systems and leveraging solutions that make them more efficient - use this time wisely! 😊

### ARE YOU A CMB SPONSOR?

Yes.

# The CMB Technology Committee



Actively search for and bring practical information about the strategic use of technology in mortgage banking in order to help CMBs navigate and lead the industry.



**BRENDA CLEM**  
Digital Mortgage |  
eClosing



**JIM DEITCH**  
POS | LOS | Business Process |  
Applied Data Science



**JON RUTILA**  
Automation | Optimization |  
Warehouse Mgmt Systems



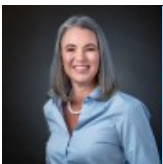
**VAL BURESCH**  
SaaS | AI/ML | Data  
Visualizations | Micro Data



**CECILIA JANSON**  
Tech Implementation |  
Optimization | Workflow



**CRAIG FOCARDI**  
RESTECH | eClosing  
systems & subsystems | IT  
Stack | Cloud



**CHRISTY  
SOUKHAMNEUT**  
Tech Management |  
Implementation | Analytics



**CHRISTY MOSS**  
Technology optimization  
for LOS and POS



**CHRIS BRUNER**  
SaaS | Vendor  
Evaluation | Fraud |  
Compliance | QC/QA



**RHIANNON BOLEN**  
eClosing | Digital Mortgage  
| Cap Mkts | Implementation  
| Tech ROI | Due Diligence



**SUHA ZEHL**  
Tech Strategy & Implementation |  
Business Intelligence | Change &  
Project Mgmt.



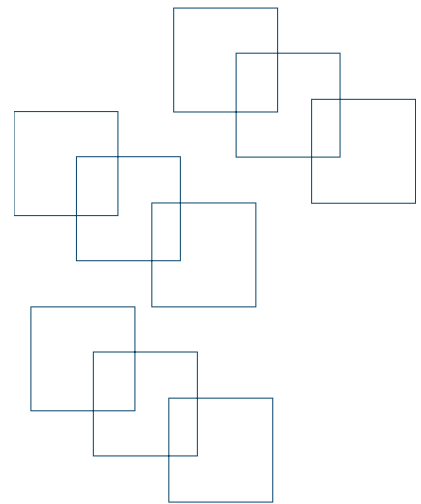
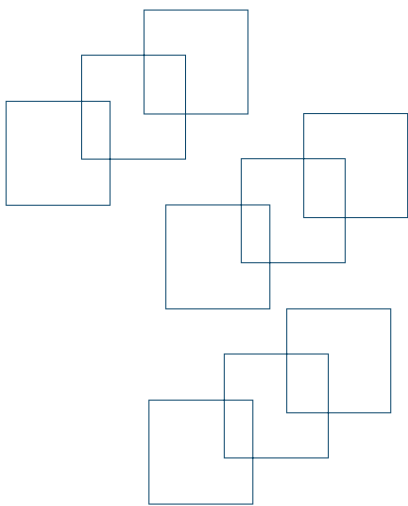
**LARRY FRIED**  
AI | SaaS | Integrations |  
LOS | Loan Purchase &  
Review

# What's next?

## THEMES FOR FUTURE WHITE PAPERS AND WEBINARS

**Optimizing Warehouse Expense** - Brenda Clem and Jon Rutila. In this webinar warehousing experts from the Certified Mortgage Banker's Technology Committee will discuss warehousing opportunities and challenges IMBs face (relative to depositories) and share their experiences in optimizing warehouse expense for lenders.

**Credit Scoring Models** – Craig Focardi. The focus, as discussed so far, is on the impact of credit scoring models on decisions and outcomes. Val Buresch will contribute with data describing the opportunity.



## Connect with us

### HAVE QUESTIONS ABOUT THE CMB TECHNOLOGY COMMITTEE?

You can visit the CMB Society Page on MBA.ORG to see the materials posted by the CMB Technology Committee Members. Also, you can email your questions to Chris - please see his email below.

Chris Bruner | CMB Technology Committee Chair [Chris@TRKConnection.com](mailto:Chris@TRKConnection.com)