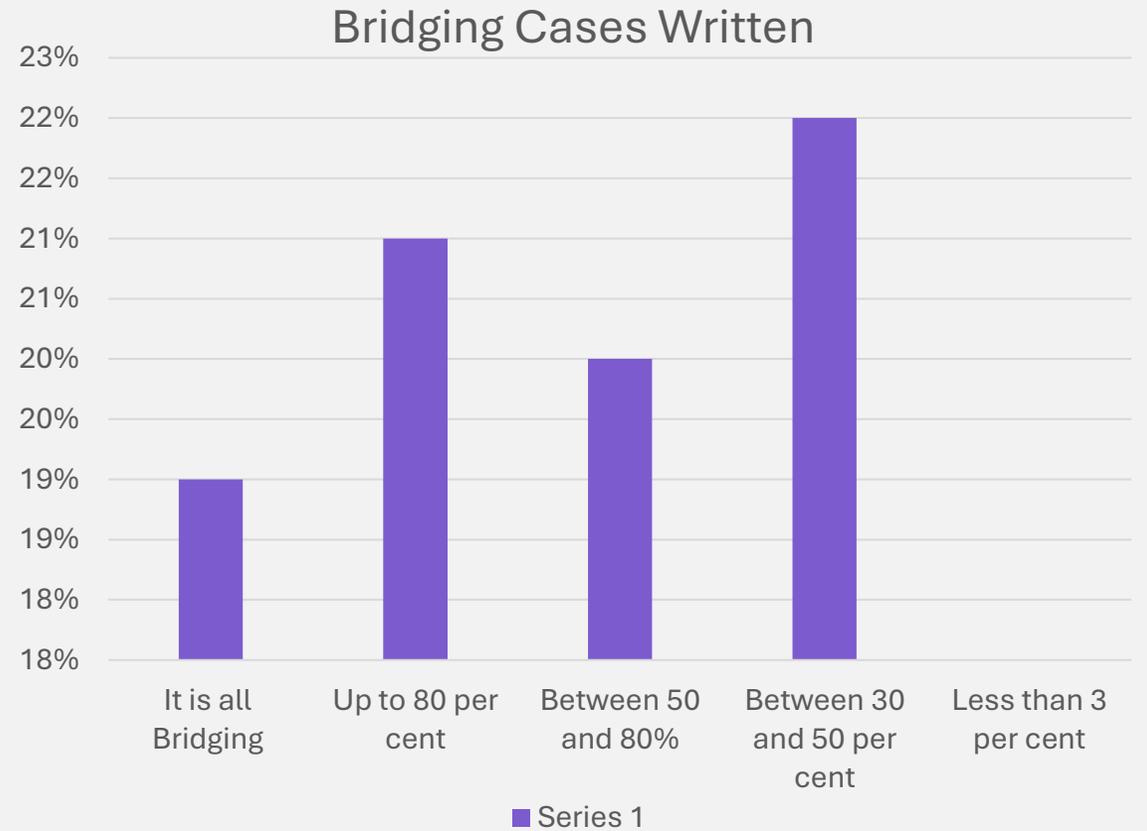
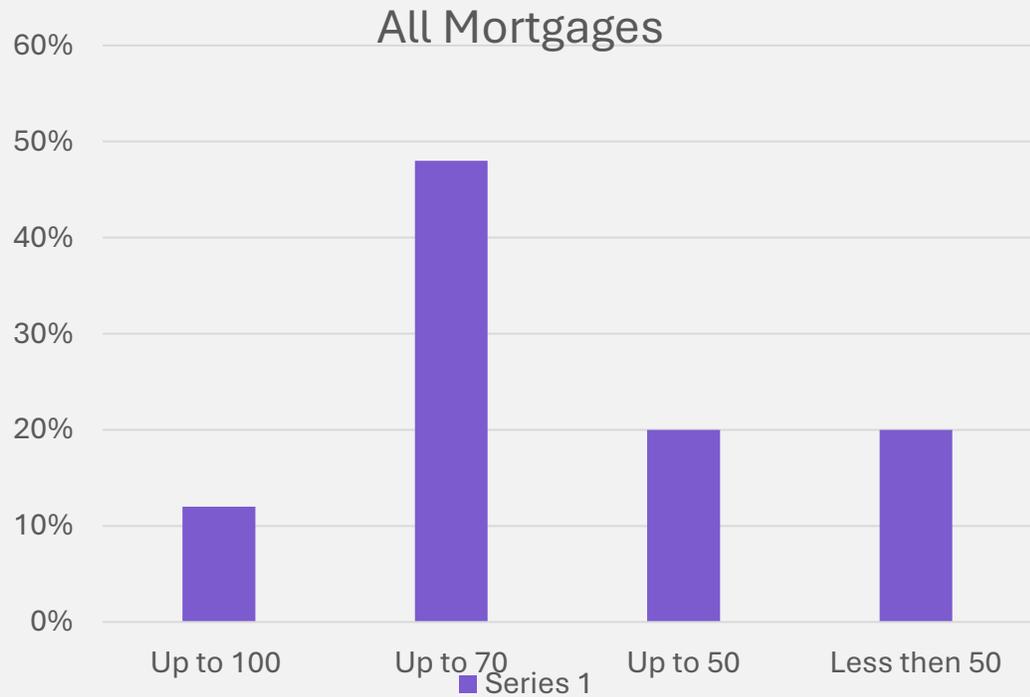
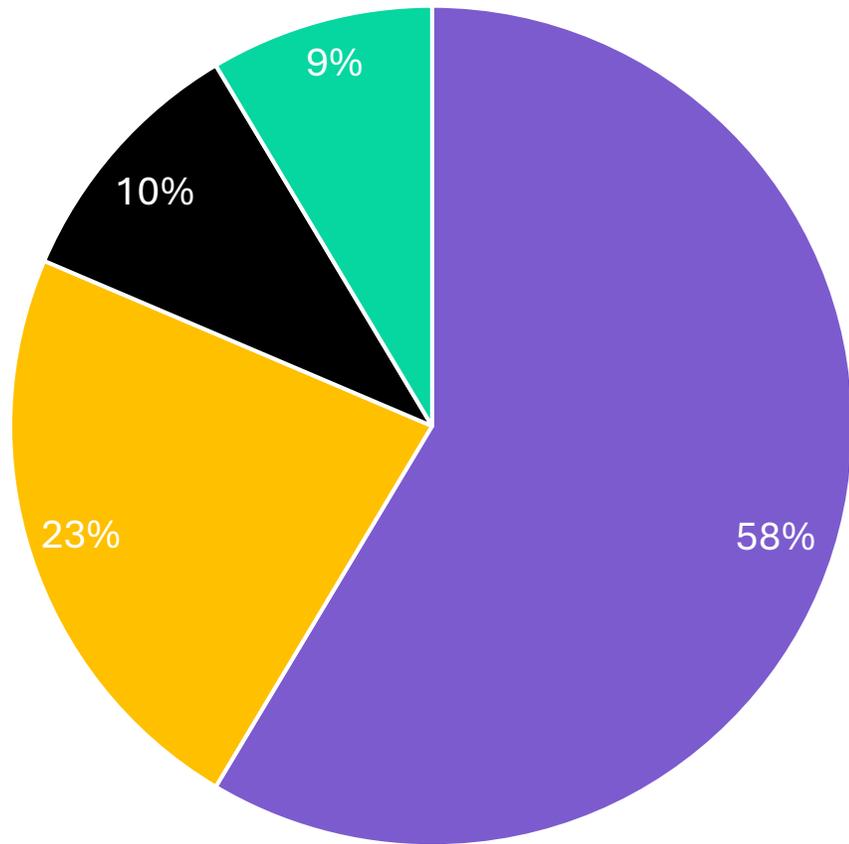


Bridging Intelligence Report

DUMMY REPORT

Business Written

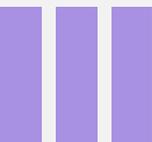




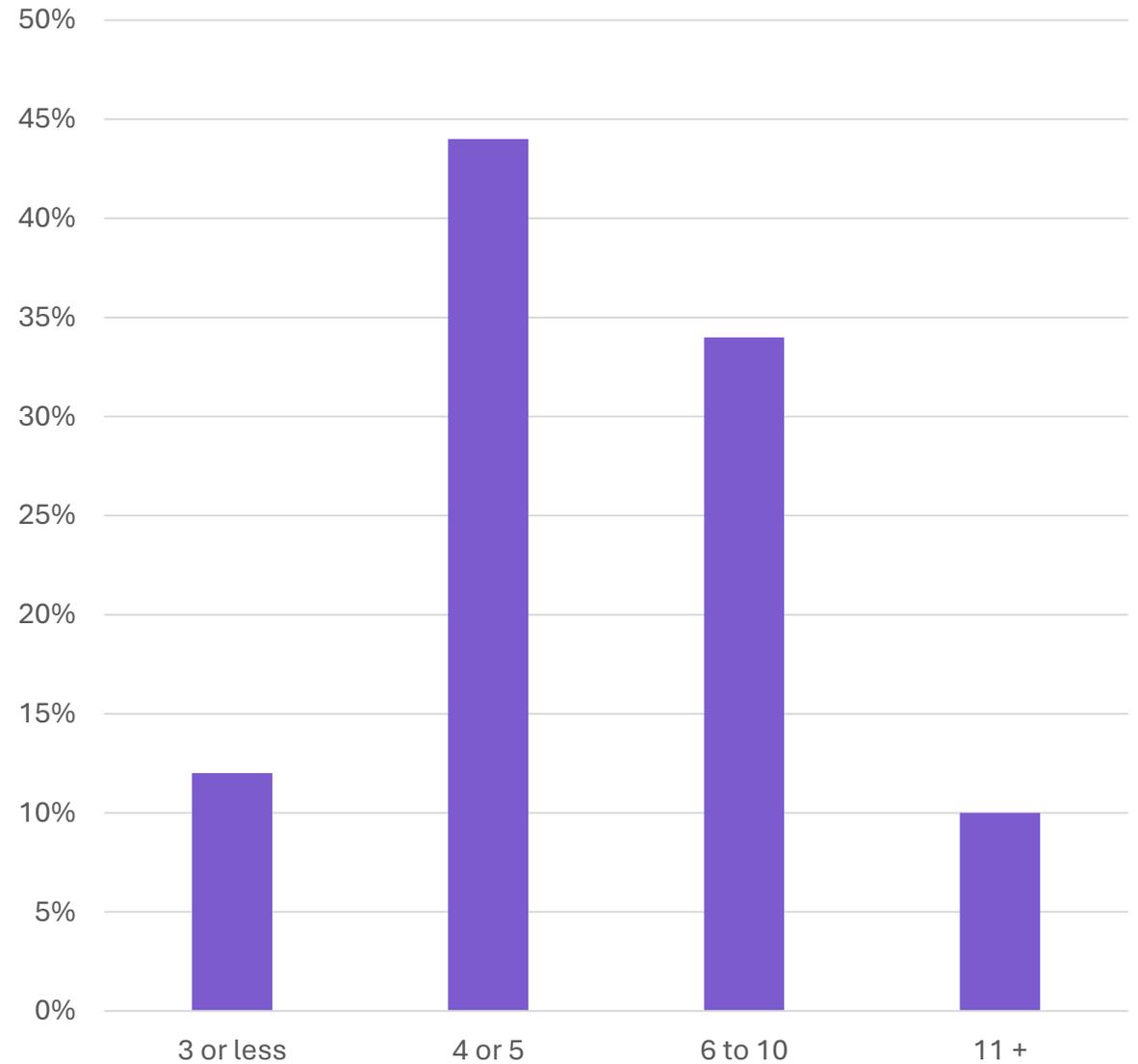
- Increased Significantly
- Increased A Little
- About the Same
- Reduced

Has Bridging Case Volumes Changed In Last 6 months?

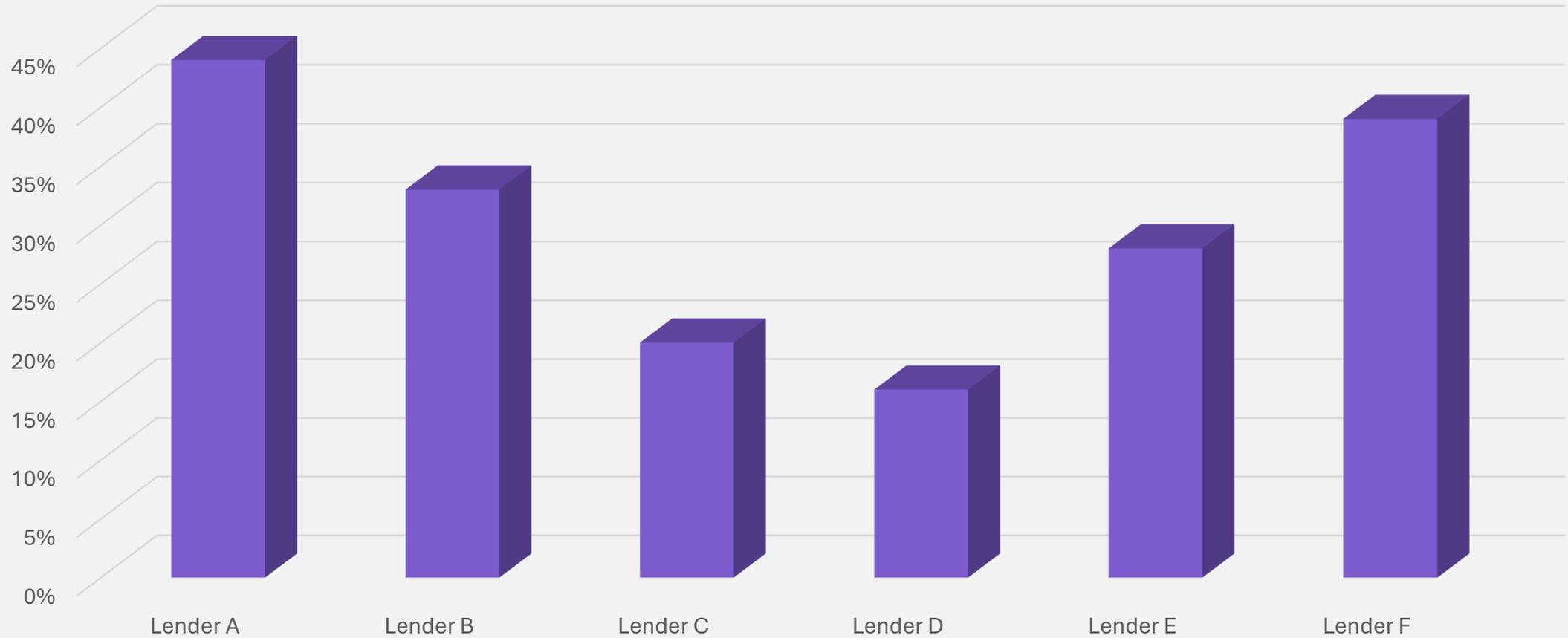
Bridging Business Trend



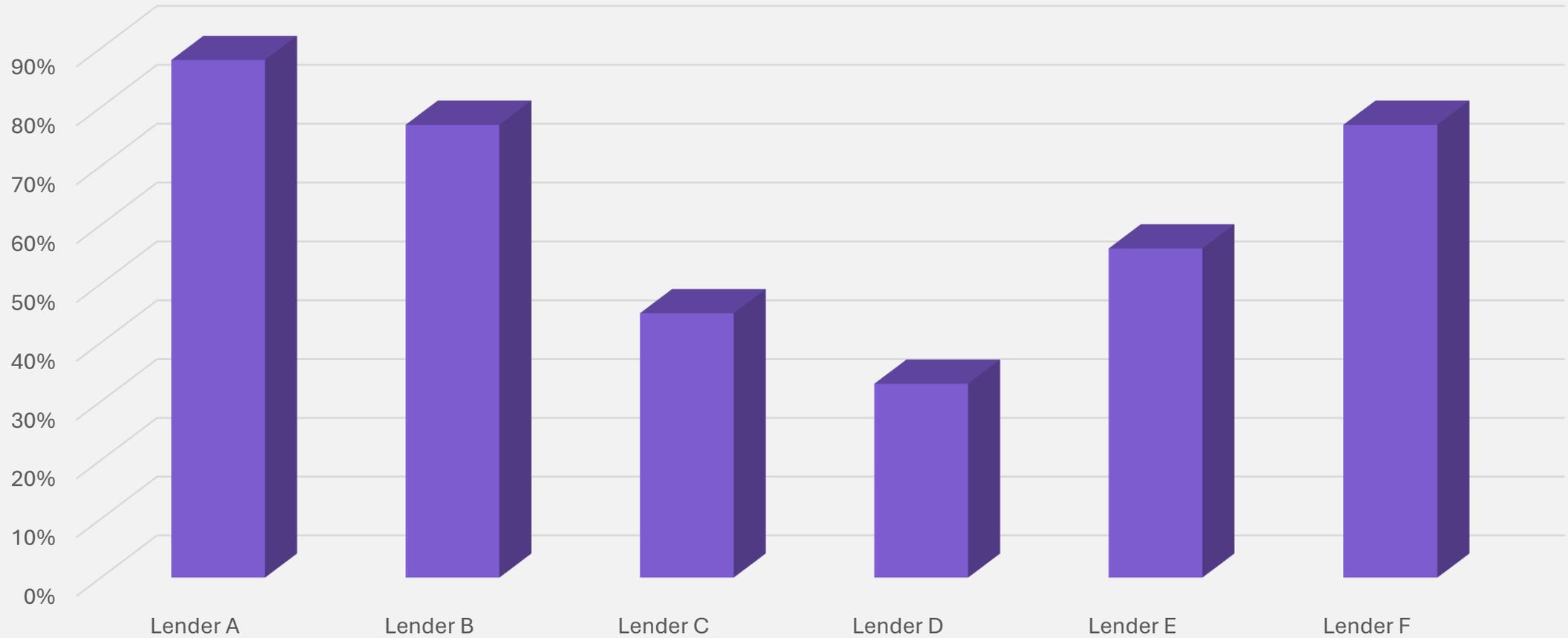
How Many Bridging Lenders Have You Use In Last 6 Months



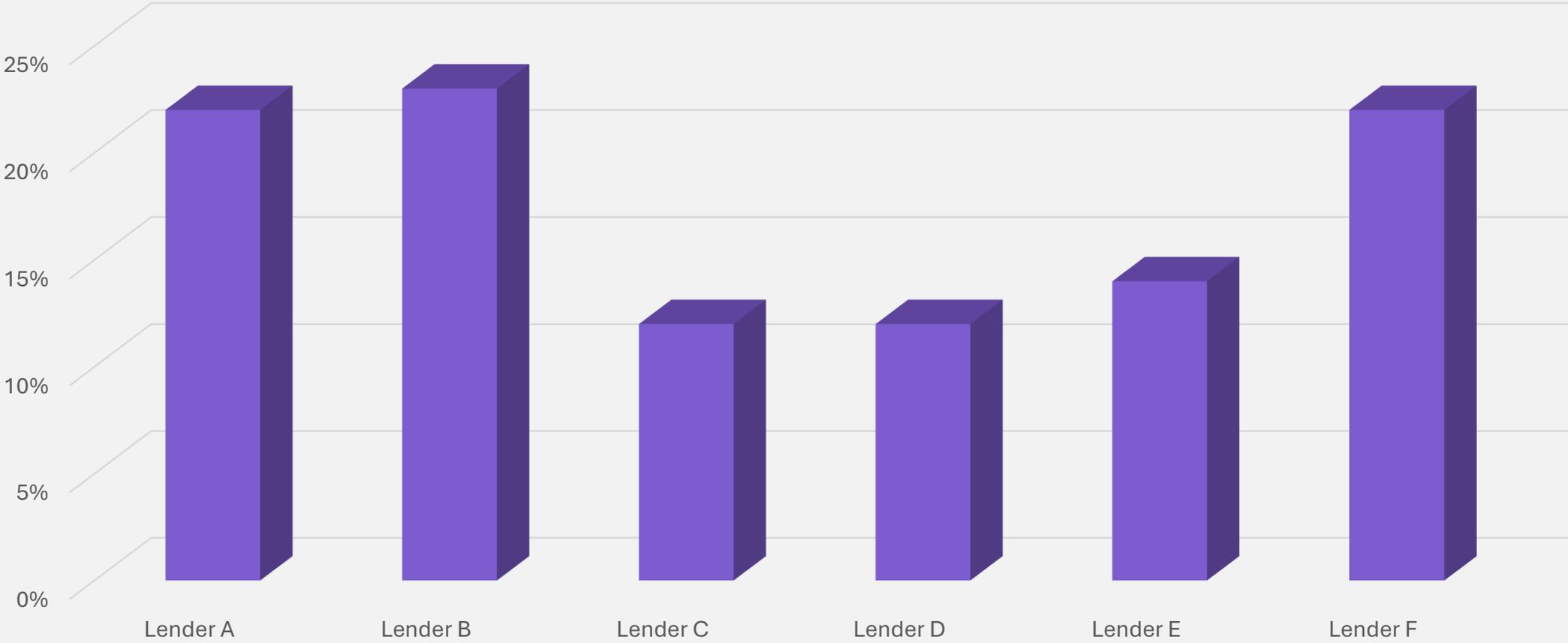
Unprompted Awareness



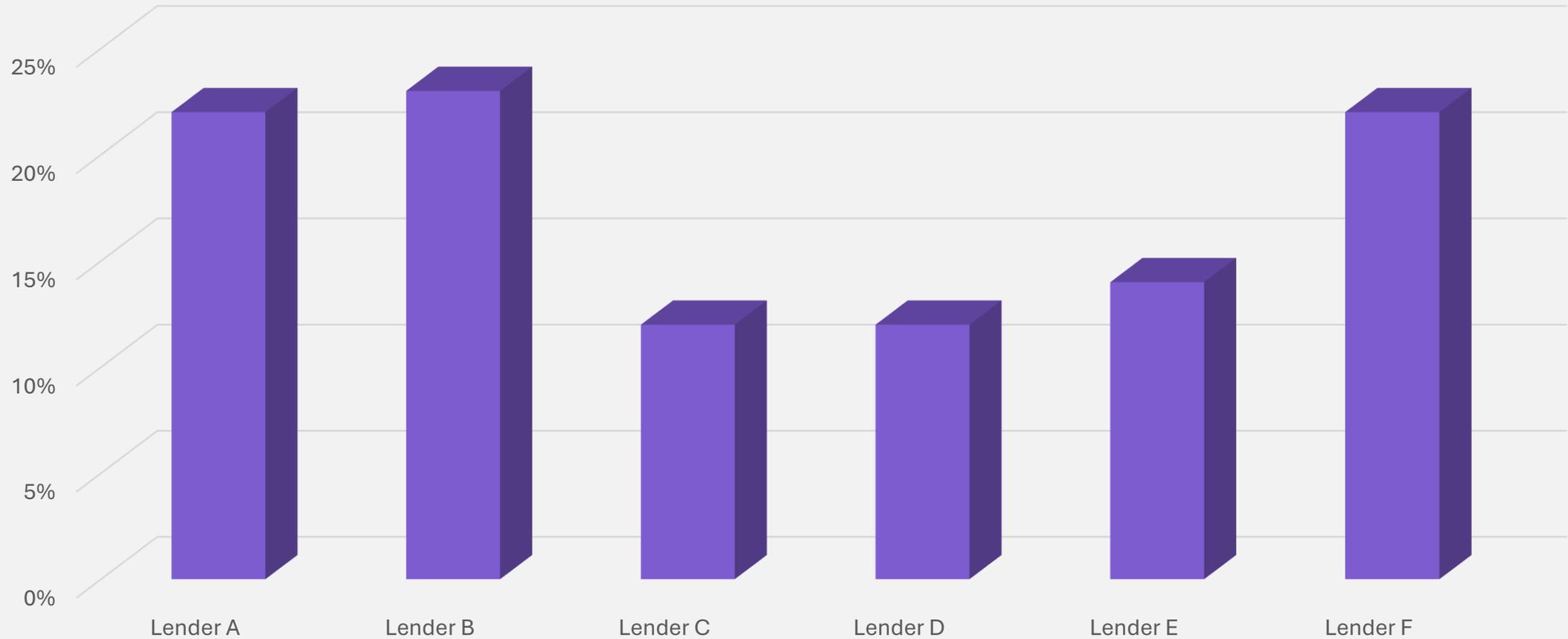
Prompted Awareness



Strong Brand Impression – I Know What They Do/Good At

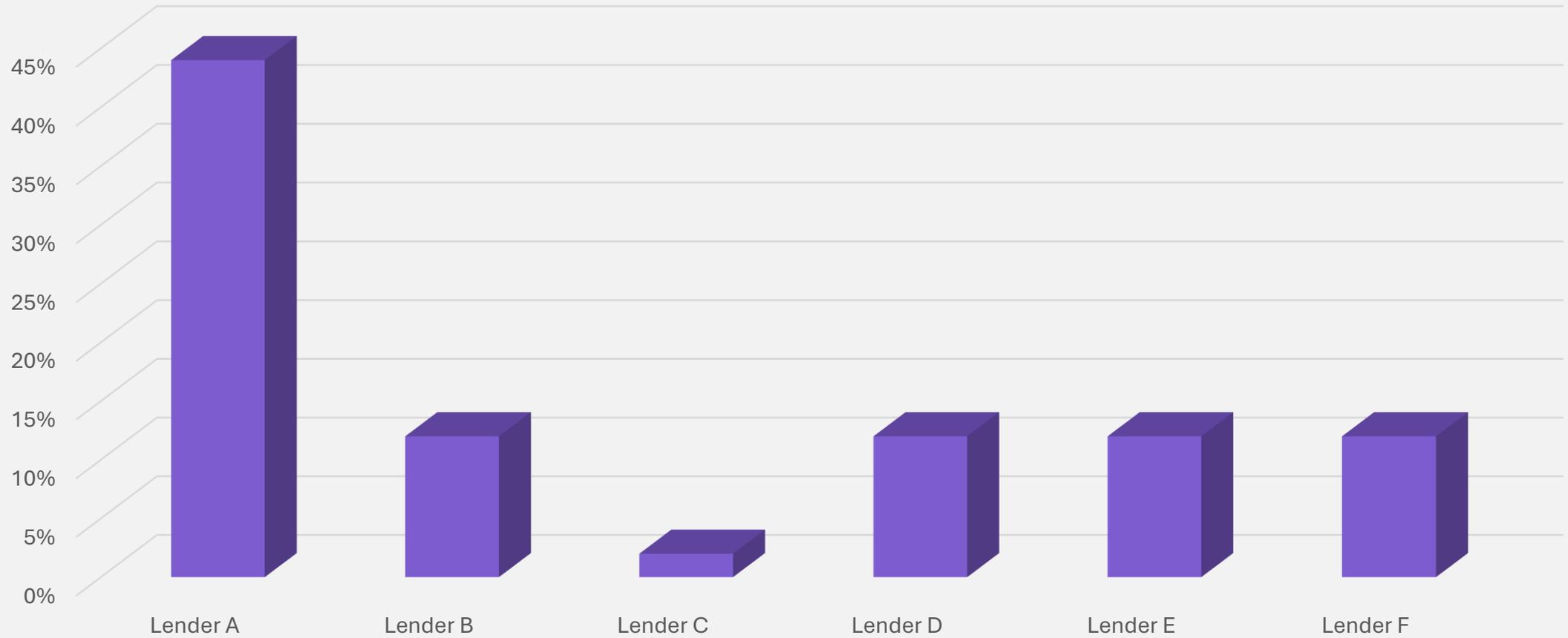


Strong Brand Impression – Have Used In The Last 6 Months



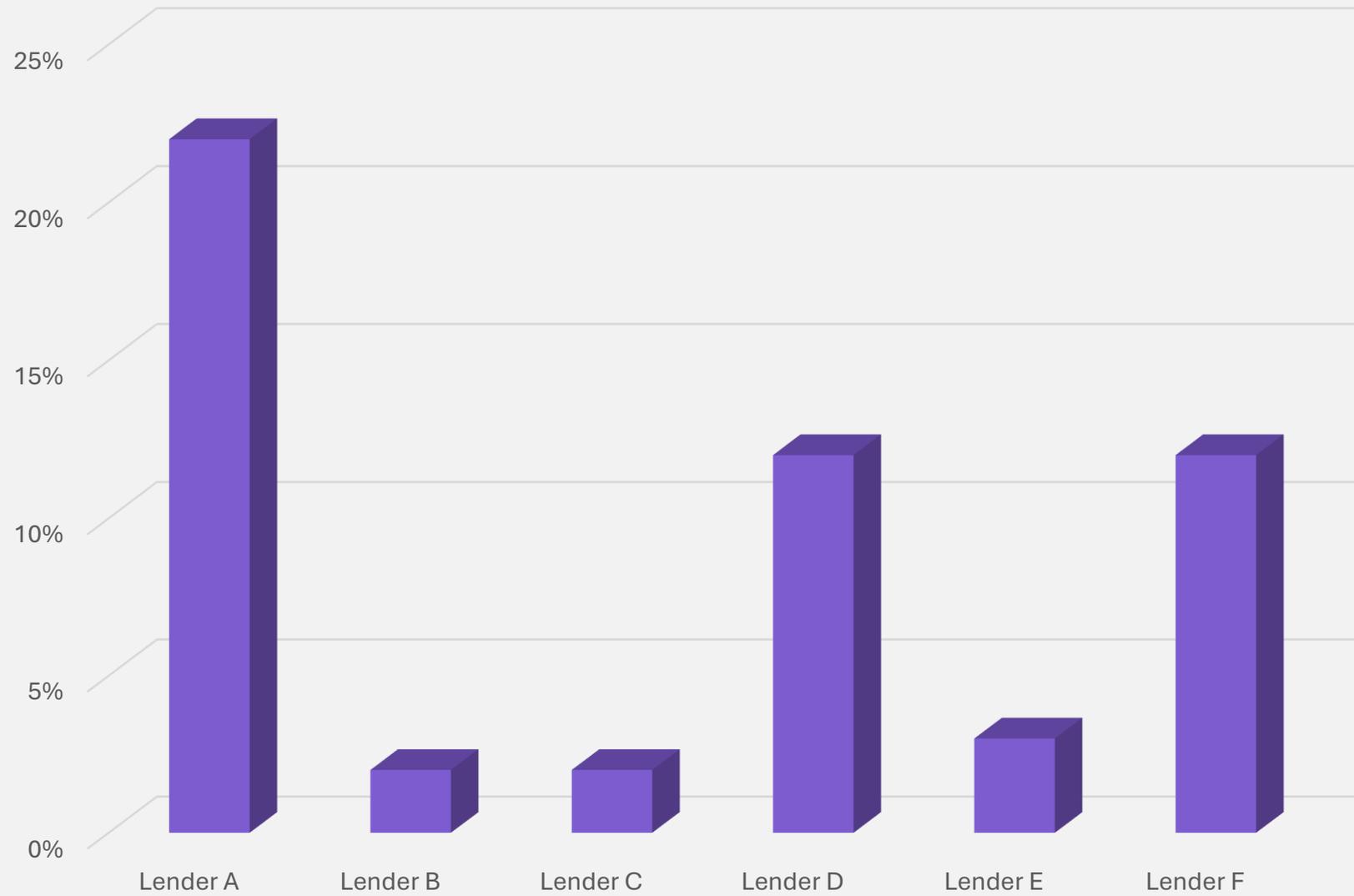
Strong Brand Impression – Likely To Recommend

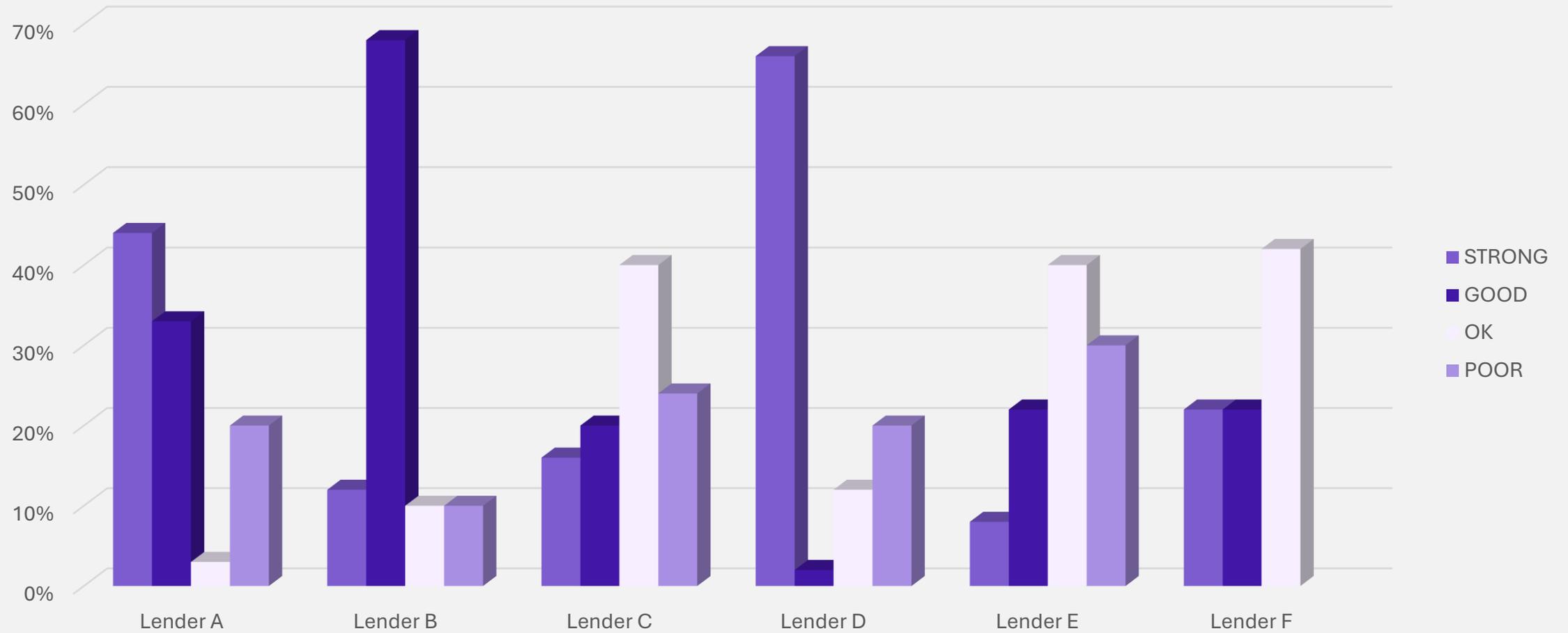




FAVOURITE BRIDGING LENDER

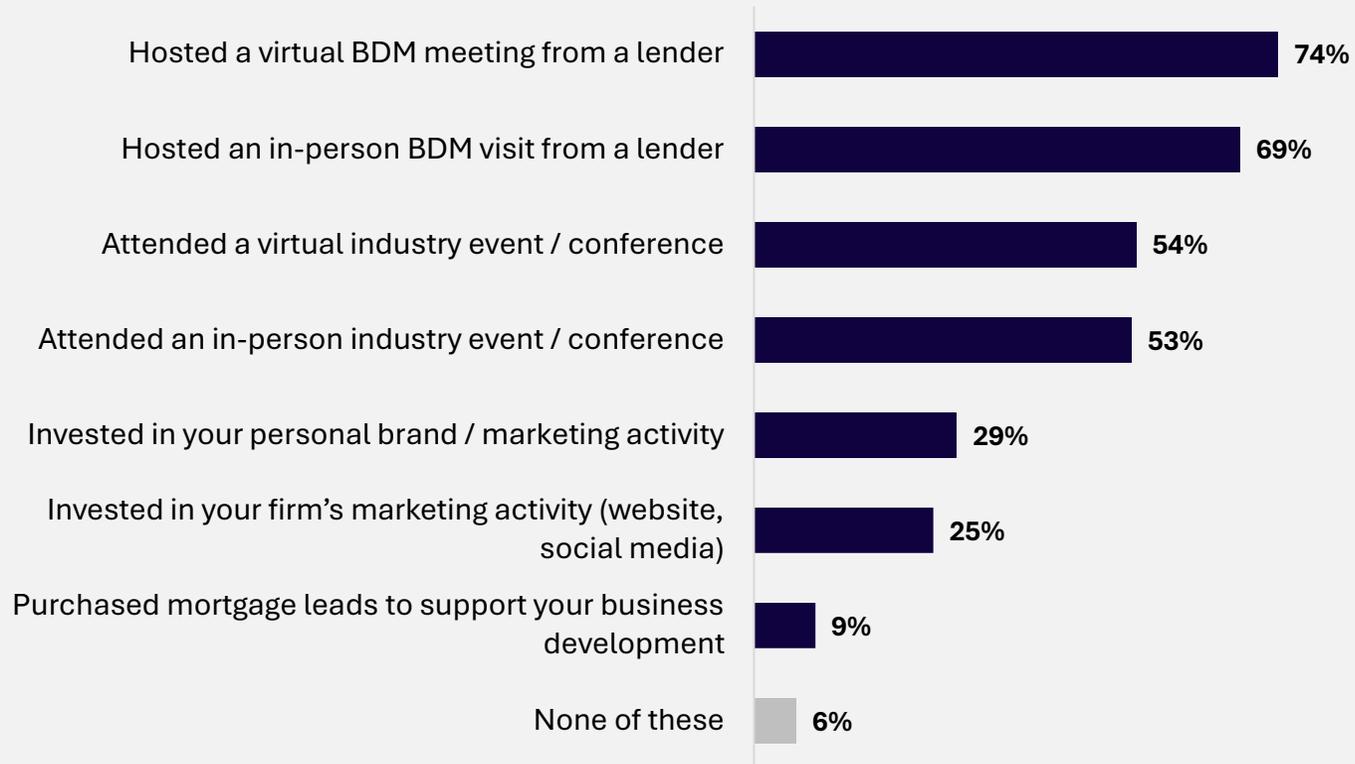
MARKETING RECALL



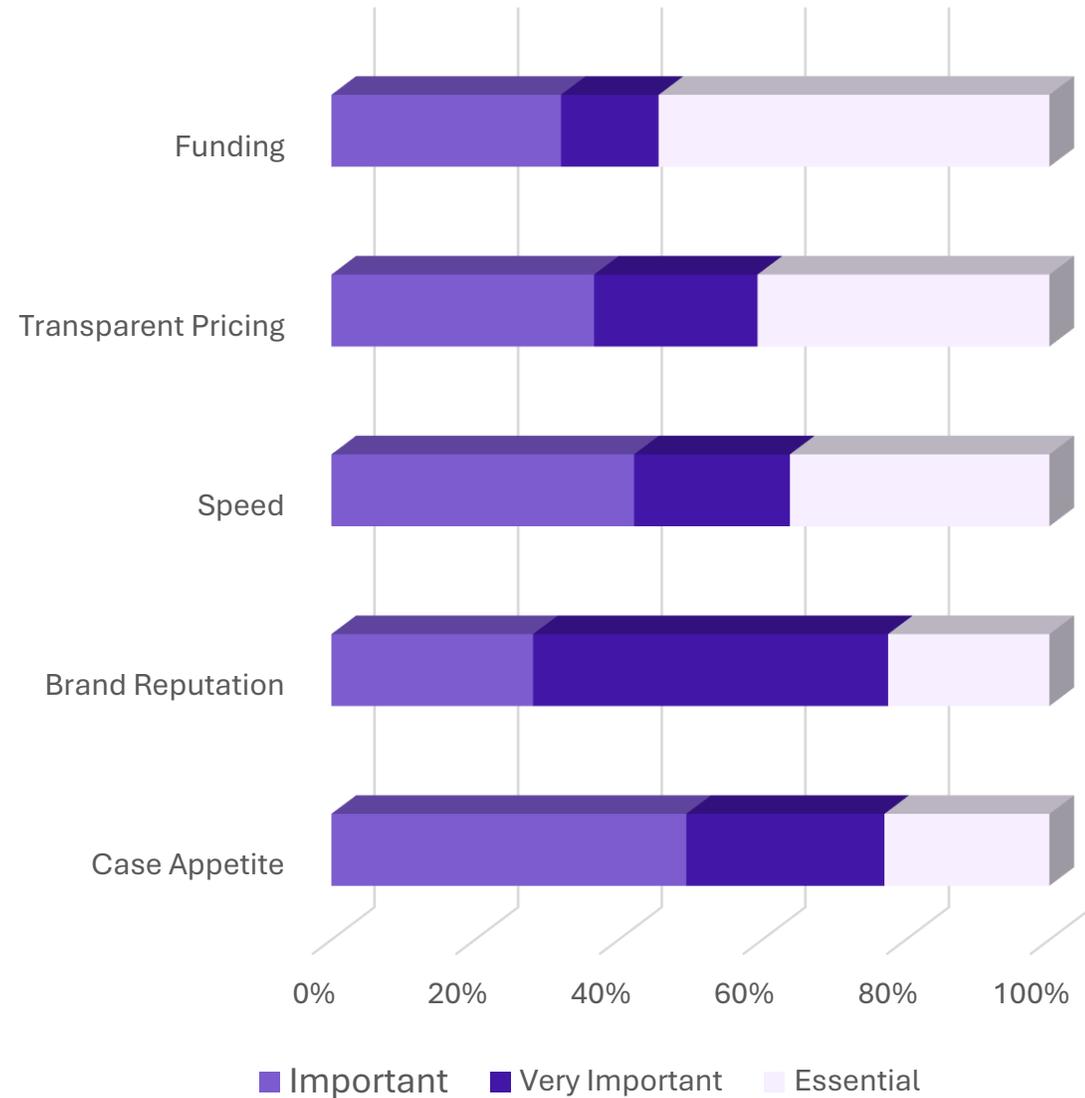


BDM RELATIONSHIP

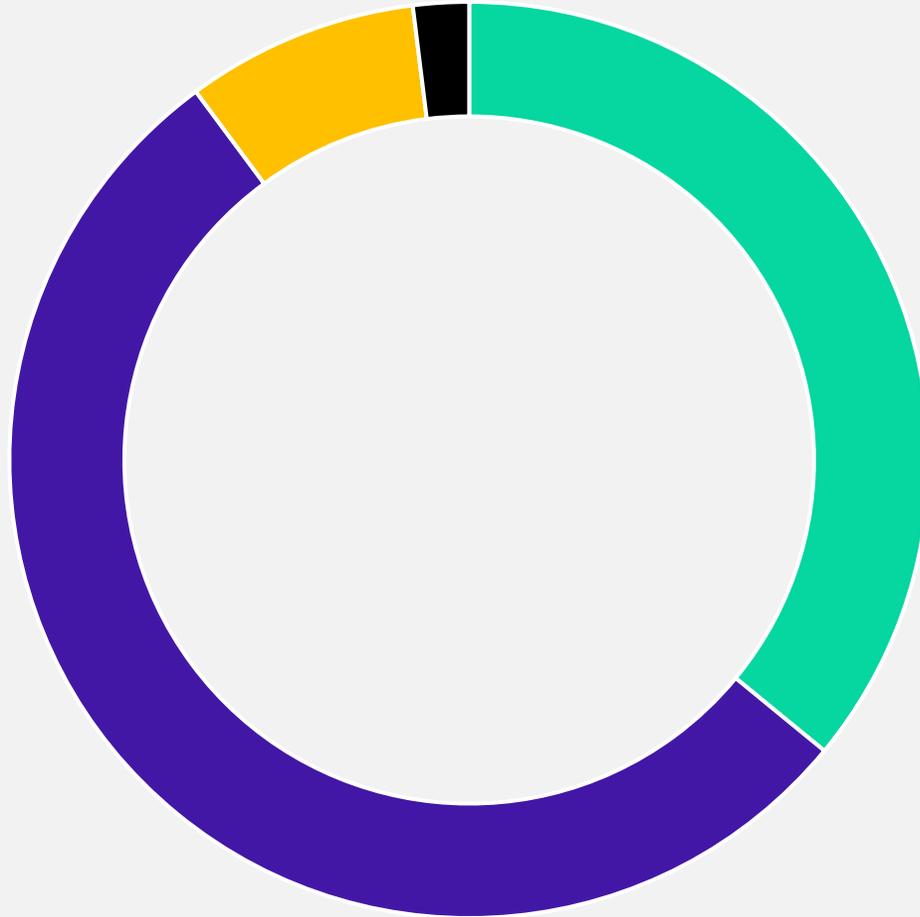
Industry activity



What Is Important To Brokers



Do You Use Distributors?



■ Never ■ Sometimes ■ When I Have To ■ Always



Why do you use distributors



Which ones do you use?

Other Points

What do you
want from
BDMs

Correlation
between
price and
brand trust

What do you
want from
lenders?

Product
development
opportunities