





(Note: I may or may not be saying something profound...)



DECEMBER 3, 2011

 by SCOTT
SAMBUCCI 4 COMMENTS

“Housing Affordability” only means “cheap houses” (or how Ocala, FL is like the RIM Playbook)

Affordability measures price, but *Capita per Inventory measures housing demand relative to supply*, and isn't that the point? RIM's Playbook tablet, originally priced at \$499 is now selling for \$200. Very *affordable* compared to Apple's iPad at \$499-800+. But which tablet do you want for Christmas?

And that's the point - affordability doesn't mean “good” or “time to buy,” yet there's insistence on using this measure to feign the housing market's recovery with headlines like these.

From the National Association of Homebuilders/Wells Fargo Home Opportunity Index (HOI) report:



Latest articles

	PUBLISHED	COMMENTS	PAGE VIEWS
REO Demand and Phoenix Home Prices	15 Aug, 12:56 pm	4	769
Thoughts on the February 2011 Case-Shiller Numbers	27 Apr, 15:38 pm	0	421
Las Vegas Housing: Cues for a Bottom	1 Apr, 8:42 am	5	857

Most popular articles

	PUBLISHED	COMMENTS	PAGE VIEWS
Housing: Why Are New Listings Down So Sharply?	17 Feb, 2011	6	1,273
Is History Repeating Itself? A Look at the Dow	28 Oct, 2010	16	1,270
Housing Inventory: First Signs of a Seasonal Uptick	18 Jan, 2011	5	1,229

CONNECT

MBA's National Technology in Mortgage Banking Conference & Expo 2014
MARCH 18-21 • JW MARRIOTT LOS ANGELES L.A. LIVE

Lending

Can the mortgage industry talk about technology please?

Tech conference obsessed with current events

March 19, 2014 **Scott Sambucci**



guest blog @ MBA?



marketing x



Scott Sambucci <scott@blendlabsinc.com>

10/10/14 ☆



to Jacob ▾

Hi Jacob - Wondering if you guys would be okay with me throwing a guest post or two from the MBA conference next week?

Hope all is well,
-Scott



Jacob Gaffney <jgaffney@housingwire.com>

10/10/14 ☆



to Scott ▾

Done and done!

Thanks.



--

Jacob Gaffney

Executive Editor

HousingWire

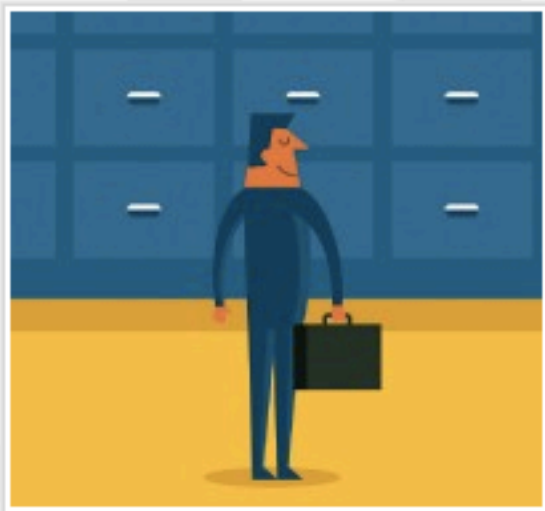
THE REVERSE

review

**JAN
2015**

Tech: Rethinking HECM Processing

Written by Scott Sambucci



I embedded myself with a reverse mortgage servicer this year—voluntarily. After spending the last nine months deep in the throes of the business, it feels like the more I learn, the more questions I have about standards and processes. So I'd like to ask a few of those questions to everyone in the industry, because it sure seems like we have an enormous opportunity to build a better process.

Sitting with a servicing analyst recently, I wanted to learn how delinquency status codes were changed in a default reverse mortgage portfolio. Yes, this is what I do at work sometimes. She manually entered a number of data fields that were read from a scanned document, that were sent to her via an

email queue, that were scanned into a TIF document by a document department that exists somewhere in the same building, received via fax from the customer.



THE
REVERSE
review

----- Forwarded message -----

From: **Scott Sambucci** <hit-reply@linkedin.com>
Date: Mon, Sep 29, 2014 at 7:35 PM
Subject: Contributing to The Reverse Review
To: Jessica Guerin <Jessica@reversereview.com>

Hi Jessica - I read on The Reverse Review website, and here on LinkedIn, that you might be interested in article contributors. I've done a bit of guest writing for Housing Wire, most recently this year from the MBA Technology Conference:

<http://www.housingwire.com/blogs/1-rewired/post/29370-can-the-mortgage-industry-talk-about-technology-please>

A few years back, I was a regular contributor on Seeking Alpha for the housing market:
<http://seekingalpha.com/author/scott-sambucci/articles>

And here's a post from last week on LinkedIn: <https://www.linkedin.com/pulse/article/20140923154449-3181424--mortgages-are-stinky-an-open-letter-to-the-world-s-best-engineers>

If you think it might be a good fit, I really appreciate a few minutes of your time to chat.

Many thanks for reading this far....



-Scott Sambucci
scott@blendlabs.com
[\(415\) 596 0804](tel:(415)5960804)



THE
REVERSE
review



Jessica Guerin <jessica@reversereview.com>

 9/30/14 



to me 

Hi Scott,

Thanks for reaching out. I am definitely interested! I've attached a document with information on our process and deadlines. Are you available later this afternoon, tomorrow or Thursday to chat?

Jessica



ROUND 1: IN PROGRESS, REMAINING TIME 00:41

DEMONSTRATION

Your Role
Market
Chat

Market Status

LEGEND
 — Asks
 — Bids
 — Your Bids
 ● Your Transactions
 ■ Other Transactions

→ Enter a Bid to BUY Value: \$60.00

New Bid:

Current Bid: none

→ CURRENT STATUS

Lowest Seller Ask: \$46.02 —

Highest Buyer Bid: \$42.86 —

Last Transaction: \$45.00 ■

→ BUYER RECORD

ROUND	PRICE	GAIN
1	\$45.00	\$15.00
2		
3		
4		
5		
Total Gain:		\$15.00

◀ i ▶

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Try a Demo

Accounting

Biology

Business Communication

Business Law

Business Math

College Success

Critical Thinking

Decision Sciences

Developmental English

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Economics

English Composition

Environmental Science

Finance

History

Management

Marketing

Philosophy

Political Science

Try a Demo

Finance

History

Management

Marketing

Philosophy

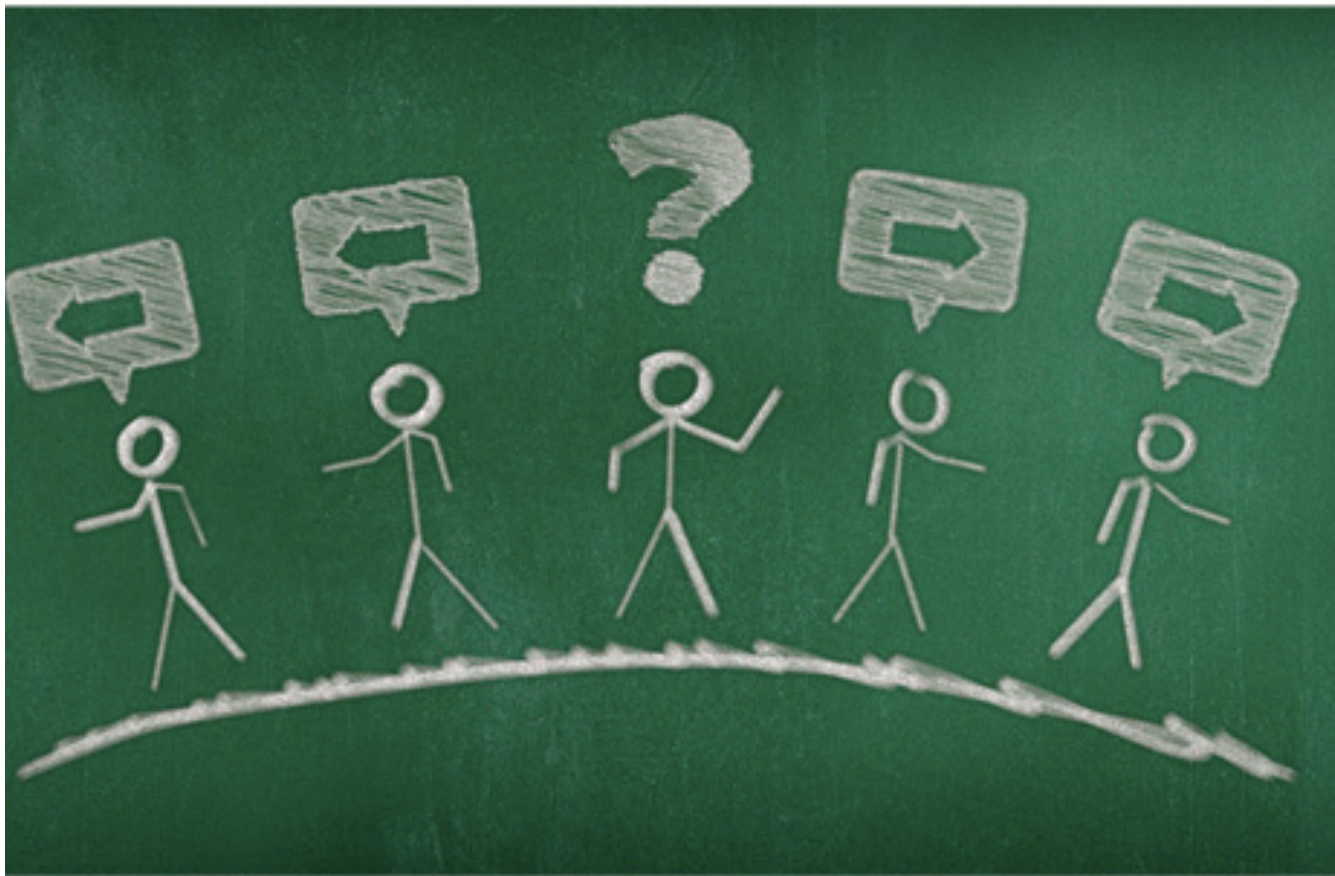
Political Science

Psychology

Sociology

Statistics

Taxation

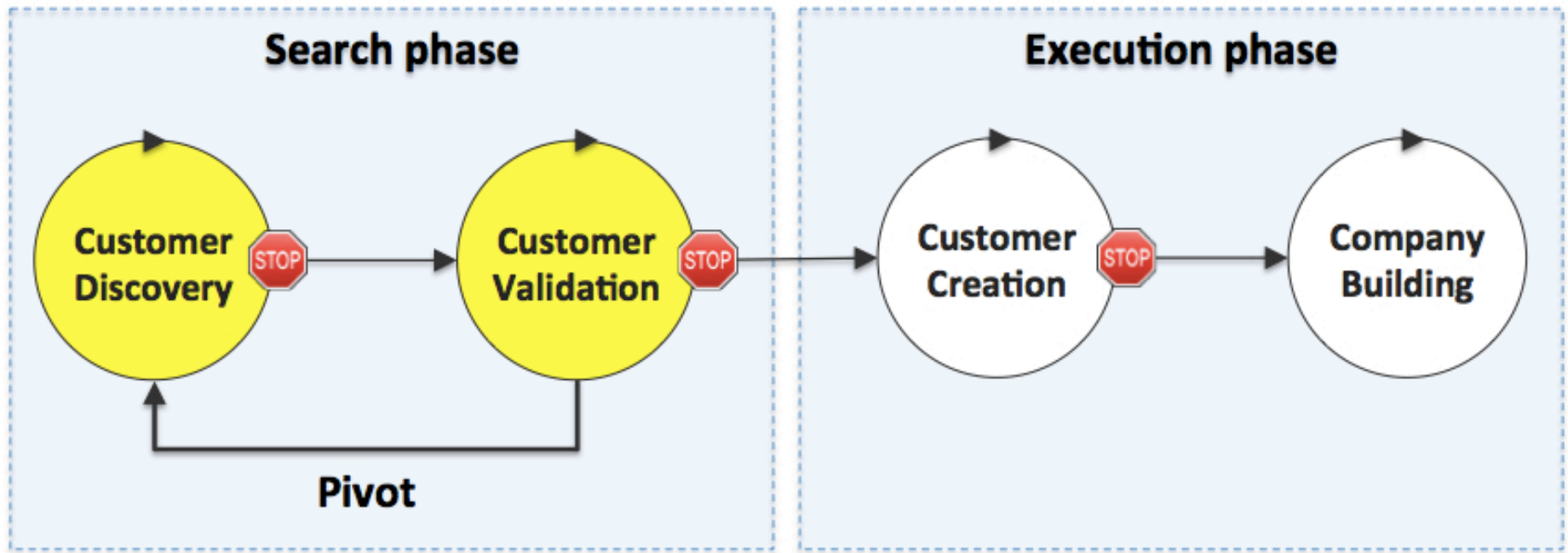


+ Now what?

+ Find your **sweet** spot.



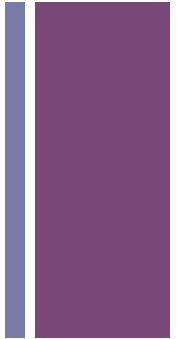
+ Think: Customer Development.



+ The Market



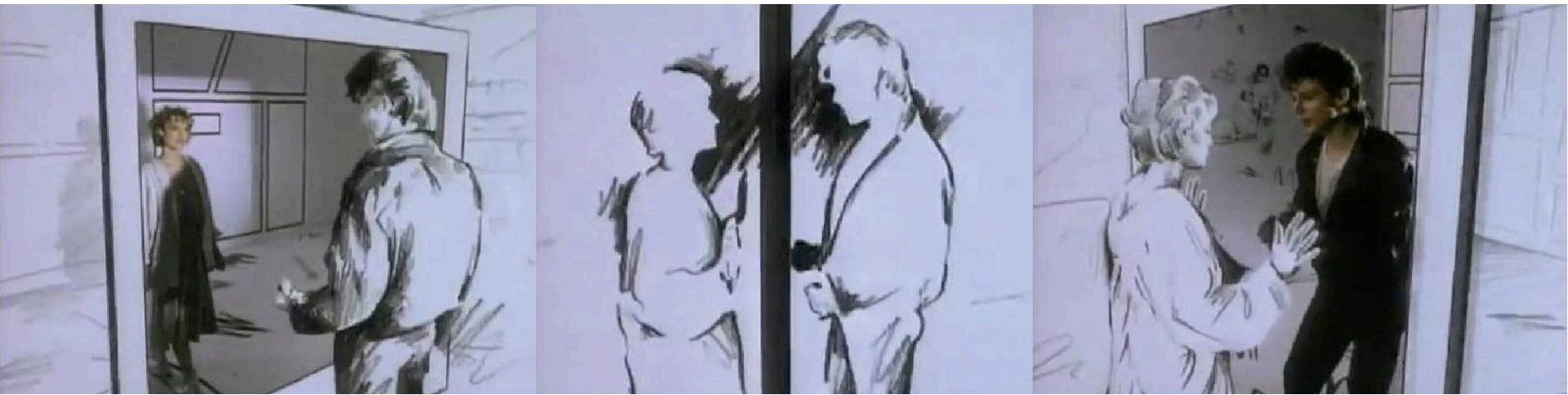
+ The Market



- What are the solutions and **competitors** in that industry?
- How are companies solving the problem you're solving today?
- Is this blue ocean or red ocean?
- Are you creating a new market space?

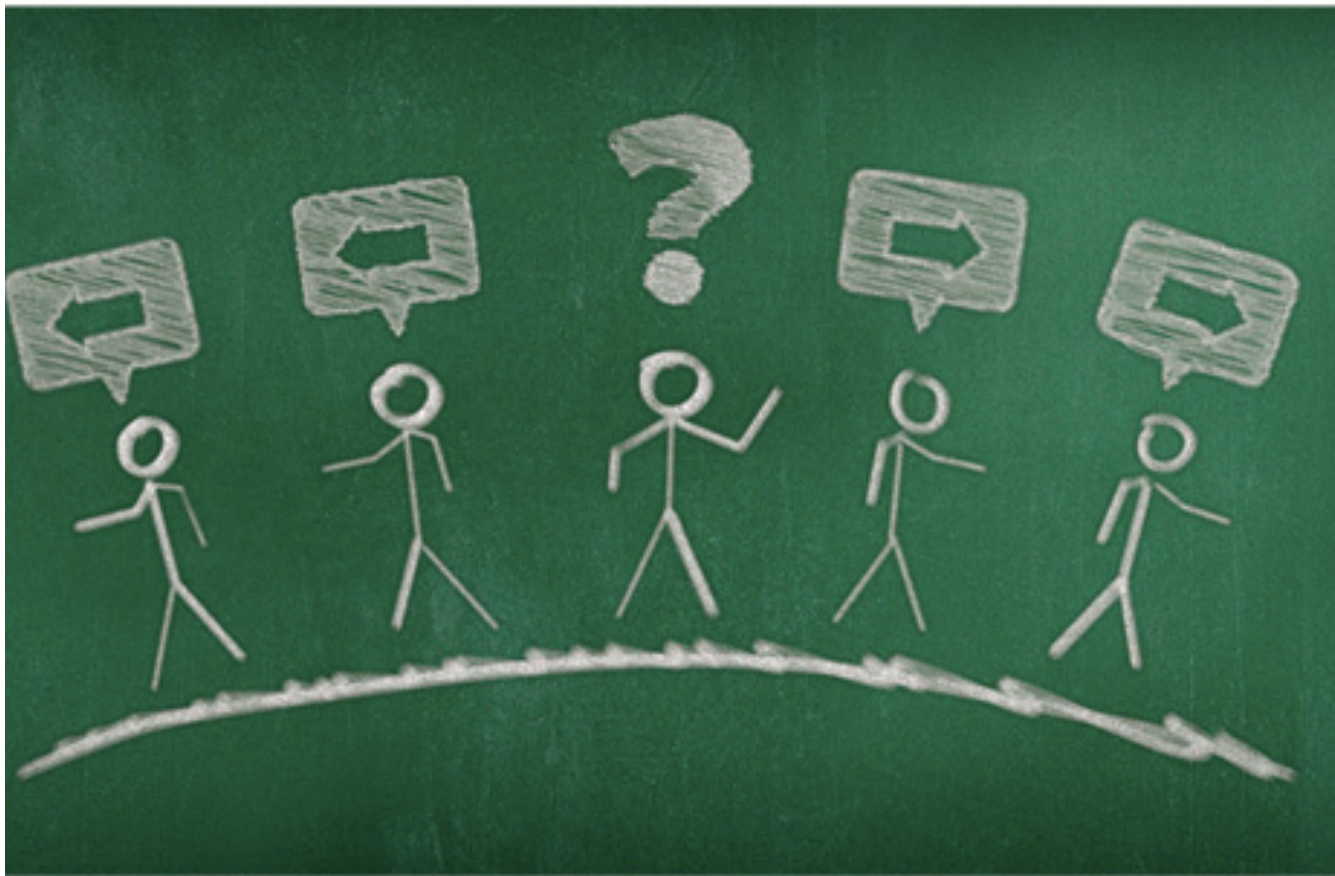
+ You





+ You

- Do you have particular areas of **expertise**?
- Do you have a lot of experience or interest in particular **market segments**?
- Do you have unique knowledge of a specific **geographical** area?
- Are you better at **connecting** with certain types of people?
- Ask: “Why is our company **uniquely** positioned to solve the problem?”



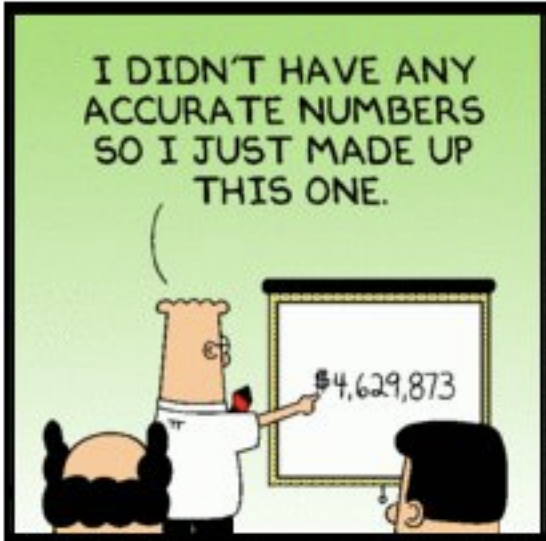
+ Now what?

+ GET OUT OF THE BUILDING

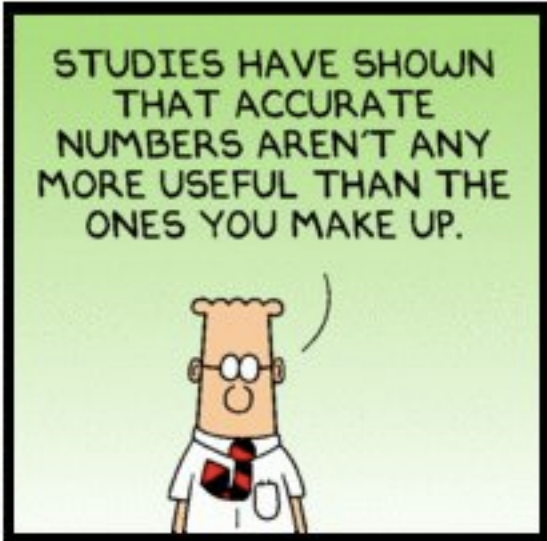
- Build & test hypotheses.
- Design & run experiments.
- Talk to your target market.



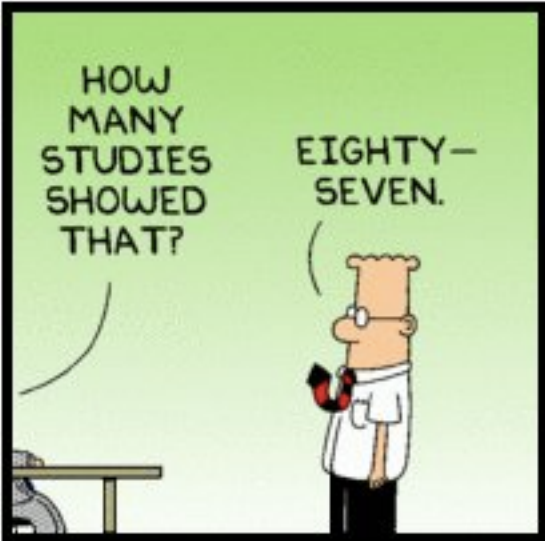




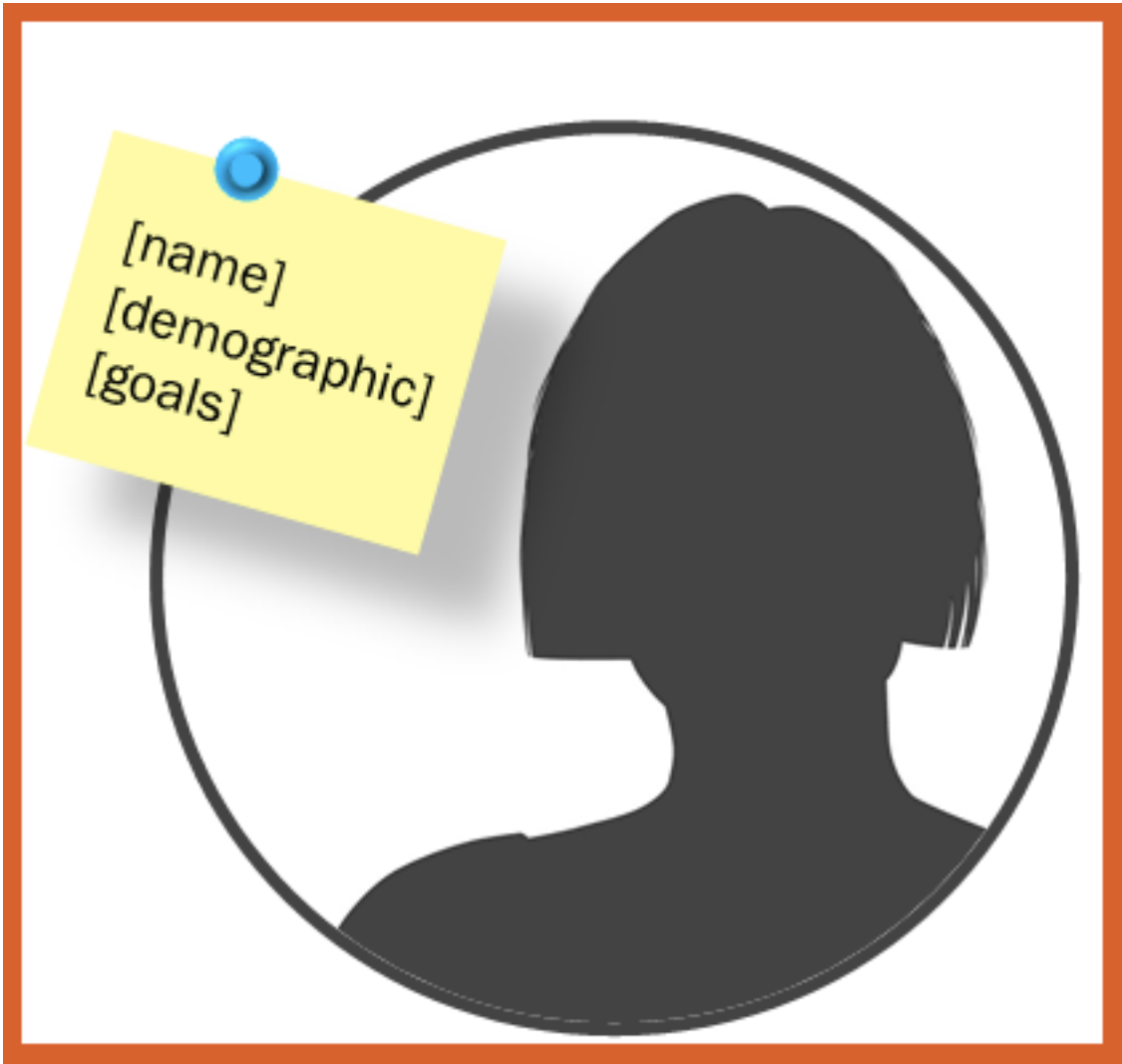
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- + Customers will be coming to you for help, instead of you begging for five minutes on the phone with them.

