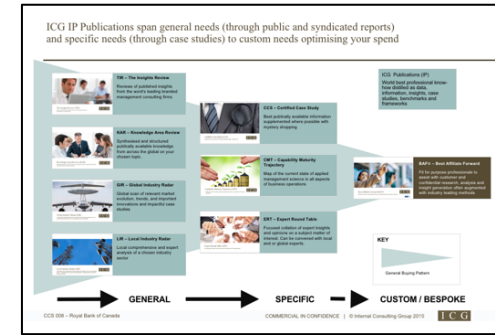
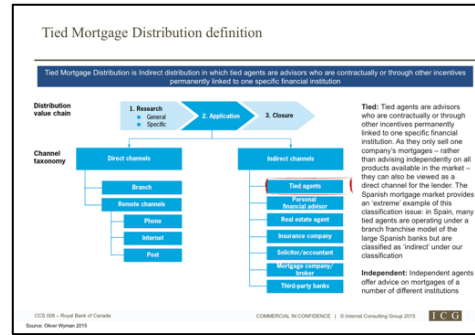
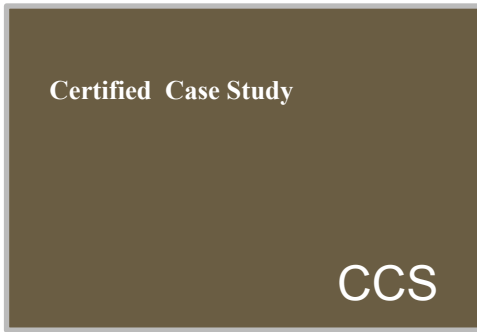


Certified Case Study (CCS) 008 – RBC – Royal Bank of Canada



Certified Case Study

The CCS 008 (Certified Case Study) on Royal bank of Canada is a document containing information rich slides which comprehensively describe the tied mortgage distribution at Royal Bank of Canada and is certified by ICG to be based on publicly and externally sourced information only.

CCS's are a unique intellectual property for clients wanting to be across the latest developments in their industry. It comprises 27 pages of power point slides that contain:

- Tied mortgage distribution at Royal Bank of Canada, and the process to become a mortgage agent
- Case study description, including background information and key insights
- Description of rationale for change and approach to realise its success
- Relevant media extracts, including some quotes from the press
- Certification by ICG that all information is verified as accurate at time of publication and no information was obtained as part of any engagement ICG may or may not have
- CCS 008 is a companion resource to our monthly global periodical The Insights Review (TIR), deeper full dives on a specific topic – our Knowledge Area Reviews (KAR) and DKS - unique highly distilled synthesis of the newest thinking in an industry, sub sector or function

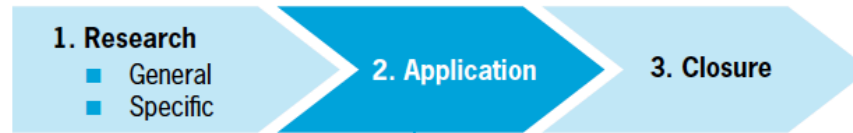
Table of Content

Section	Component	Description
1	Overview	<ul style="list-style-type: none">• Tied Mortgage Distribution - What is it?• Royal Bank Of Canada
2	Context	<ul style="list-style-type: none">• Tied Mortgage Distribution at Royal Bank of Canada• Customer experience with Mortgages professionals
3	Relevant Media and Marketing Collateral	<ul style="list-style-type: none">• How to apply to become a RBC mortgage specialist• Media coverage and relevant quotes• Marketing Campaigns and Collaterals
4	Appendix	<ul style="list-style-type: none">• Other ICG source of insights

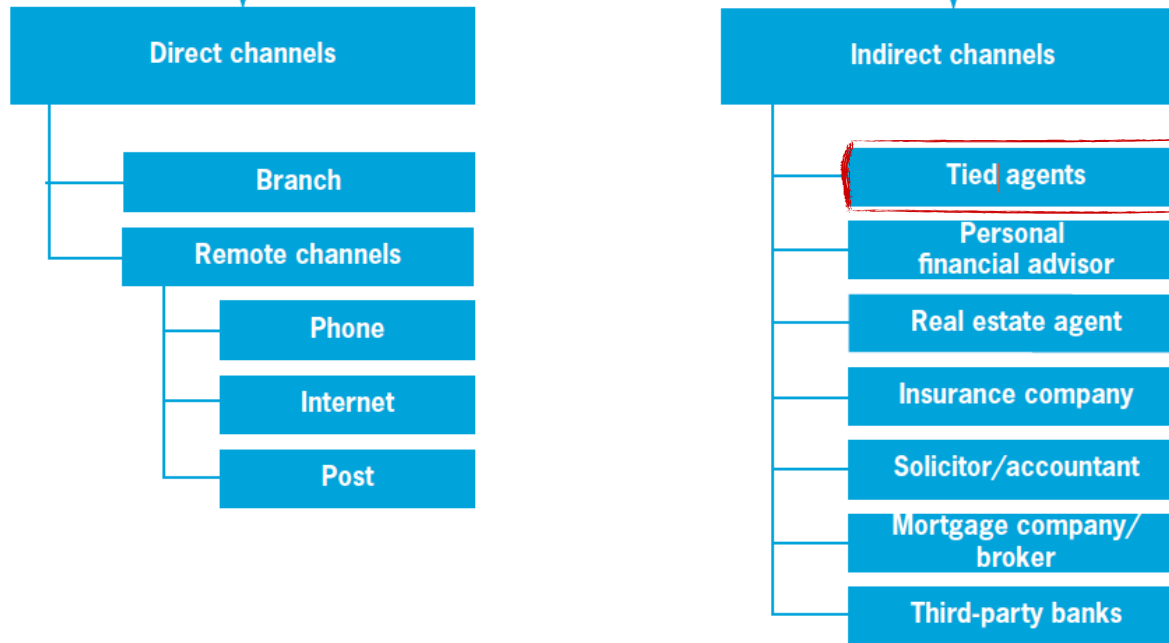
Sample 1: Tied Mortgage Distribution definition

Tied Mortgage Distribution is Indirect distribution in which tied agents are advisors who are contractually or through other incentives permanently linked to one specific financial institution

Distribution value chain



Channel taxonomy



Tied: Tied agents are advisors who are contractually or through other incentives permanently linked to one specific financial institution. As they only sell one company's mortgages – rather than advising independently on all products available in the market – they can also be viewed as a direct channel for the lender. The Spanish mortgage market provides an 'extreme' example of this classification issue: in Spain, many tied agents are operating under a branch franchise model of the large Spanish banks but are classified as 'indirect' under our classification

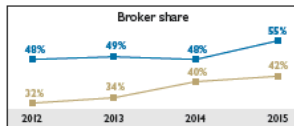
Independent: Independent agents offer advice on mortgages of a number of different institutions

Sample 2: ..but more than half of first time buyers used a broker in 2015

EXPERIENCE WITH MORTGAGE PROFESSIONALS

More than half of First-Time Buyers used a Broker in 2015.

(55% First-Time Buyers, 42% Repeat Buyers)



Among First-Time Buyers switching financial institutions...

72% arranged their mortgage through a **BROKER**

Main reason for using Broker or Lender...
Get Best Rate or Deal
(54% Lender users, 57% Broker users)

Less than half of First-Time Buyers are offered other financial products.

(48% Lender users, 43% Broker users)



First-Time Buyers equally served by Lenders and Brokers.

More than **7 in 10** received advice on...



- Specifics regarding fixed vs. variable rates and mortgage terms and conditions
- The purpose of Mortgage Loan Insurance
- Mortgage affordability
- Current and long-term mortgage strategies



First-Time Buyers equally served by Lenders and Brokers.

More than **7 in 10** received advice on...



- Specifics regarding fixed vs. variable rates and mortgage terms and conditions
- The purpose of Mortgage Loan Insurance
- Mortgage affordability
- Current and long-term mortgage strategies



First-Time Buyers are **SATISFIED** with their experience.

78% indicated satisfaction with their Lender or Broker.

Among those Satisfied...

39% "totally agree"
39% "somewhat agree"

36% totally agree they would return to that **LENDER**



Among those Satisfied...

43% "totally agree"
35% "somewhat agree"

43% totally agree they would return to that **BROKER**


Providing advice on long-term mortgage strategies can...

increase understanding of mortgage options by up to **83%**

increase satisfaction with mortgage professional by up to **85%**

Sample 3: Jobs are advertised on Indeed and other career sites such as canadajobs.com

Find Jobs Find Resumes Employers / Post Job

 **indeed**[®]
one search. all jobs.

what: **where:** [Advanced Job Search](#)

job title, keywords or company city or province

Mortgage Specialist - Edmonton Area Markets

RBC ★★★★★ [334 reviews](#) - Edmonton, AB


Do you long for a position with independence and flexibility, while still working with the strength of the RBC Brand behind you? Are you a sales-oriented, self managed and self motivated individual willing to work on 100% commission?

As a Mortgage Specialist at RBC, you will seek out new customers through the development of relationships within the community and realtors' offices. You will enhance the experience of existing customers who are not being account managed by being accessible and proactively providing customer-focused mortgage solutions and advice. At the conclusion of the approval for mortgage financing for the customer, you will successfully anchor the customers with the appropriate delivery channel within RBC Financial Group. The successful candidate will be required to work out of a home office, and remain mobile to accommodate clients' preferences.

1. Developing local business opportunities and seeking out new customers through the development of relationships within the community and centres of influence.
2. Position will be constantly challenged to exceed previous goals and targets and achieve your own unique contribution to the region's success.
3. Leverage full RBC capabilities including branches, alternate delivery channels and service partners to achieve RBC's business goals.

Knowledge/Accreditations:

- A developed realtor network, an existing network of referrals & centres of influence is an asset for this role
- Strong knowledge of the mortgage origination business and home financing products is an asset.
- Knowledge of personal banking products and risk management guidelines are important aspects



Get job updates from RBC. By selecting Follow, you agree to get updated information and new jobs for this company by email. You can cancel alerts at anytime.

About this company

RBC
★★★★★ 334 reviews
We're a 79,000-strong global financial services team serving more than 18 million business, individual, and institutional clients...



Internal Consulting Group

Email enquiries@internalconsulting.com or
visit our website at www.internalconsulting.com