

AIME Celebration of Broker Channel Growth Throughout July To Culminate With 4th Annual National Mortgage Brokers Day

4th annual day of awareness will highlight the community's growth and development

Philadelphia, July 1, 2021 - The Association of Independent Mortgage Experts (AIME), a non-profit, national trade membership association created exclusively for independent mortgage brokers, celebrates the fourth annual [National Mortgage Brokers Day \(NMBD\)](#) this year during the entire month of July, as in years past AIME will host numerous member-focused events to bring awareness to the wholesale channel and educate consumers about the benefits of working with an independent mortgage broker including regional happy hours, interactive livestreams and exclusive giveaways. The month-long campaign will culminate in a day of advocacy on Sunday, July 18th to recognize the expertise of the mortgage broker community and to celebrate the explosive growth and strides independent mortgage brokers have made, not only in the mortgage industry, but for home buyers as well.

“The broker channel has seen considerable growth over the past year and is on its way to exceeding 25% market share through 2021 and beyond thanks to the expertise exhibited by our community each and everyday,” said Katie Sweeney, CEO of AIME. “AIME is committed to the growth of the wholesale channel and dedicated year-round to supporting mortgage brokers through educational initiatives that strengthen our community. In the process, all mortgage professionals, including retail loan originators, will become aware of why becoming a part of the broker community is not only a better option for their careers, but also for their communities and homebuyers as well and firmly position brokers as invaluable home financing experts who are undoubtedly the best option for those aspiring to homeownership.”

AIME will be hosting a week of [regional happy hour events](#) across the country in order to reunite with members and acknowledge the progress made over the past four years, especially 2020. These happy hours represent an opportunity for brokers to reflect on the significant achievements of the wholesale channel and champion the community as they are uniquely equipped to provide more personalized service, loan optionality, competitive rates, better pricing and faster closings for prospective home buyers.

“Our association is very excited about being able to gather with members of our community to celebrate the significant contributions they have made to the mortgage industry,” said Brendan McKay, President of Broker Advocacy. “The broker channel shows up every day for their consumers, their team members, their real estate partners and this community. We prove day in

and day out that brokers are better and intend to use July as one more opportunity to let the rest of the industry know this as well.”

AIME will spread awareness during the month long celebration of National Mortgage Brokers Day by highlighting the strategic actions the association has taken over the course of the past year through a multitude of membership-oriented achievements, highlighting both the internal growth of the AIME community as well as the external success of the wholesale channel in the industry.

AIME will host weekly interactive live streams to highlight its [newly formed member committees](#) to address concerns affecting broker business and creating action plans vital to the long-term success of the channel. The creation of these member committees will bolster AIME’s mission to protect and support its members in the independent mortgage broker community and activate a number of AIME’s new initiatives moving forward.

“On National Mortgage Brokers Day, AIME will empower our members with resources to advance educational growth in the channel, promote themselves as local mortgage experts to their communities, and perform their job as a mortgage professional to the highest level,” said Marc Summers, President of AIME. “This focus is meant to showcase the many ways independent mortgage brokers add value to the home buying process including the ability to offer varied loan options, affordable rates, efficient closings and excellent customer service in their own community.”

Mortgage brokers across the country are poised to reach even greater heights in today’s purchase focused mortgage environment, which is already defined by competitive mortgage rates and digital disruption. Brokers must continue leveraging all resources provided through this month-long member support campaign in order to meet the moment and continue the growth of the wholesale channel.

About Association of Independent Mortgage Experts

The Association of Independent Mortgage Experts (AIME) is a non-profit, national trade membership association created exclusively for independent mortgage brokers. With over 40,000 members, AIME is committed to establishing a community of independent mortgage experts by creating an association that empowers them with unparalleled technology, continued education and networking support necessary to successfully advise consumers nationwide with their residential mortgage needs. AIME operates with a growth-focused strategy, providing tools and resources to propel the wholesale channel beyond a 25% share of the mortgage market in 2021 and beyond.



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For additional information regarding the benefits associated with an AIME membership, as well as wholesale-focused lenders and vendors interested in sponsoring AIME, visit www.AIMEGroup.com.

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