

# CBC Innovis Mortgage Default Services Business Unit Business Audit & Improvement Plan

## Challenge:

To assess CBC Innovis' nationwide portfolio of real estate service companies to determine their long-term viability and the opportunity for creating a single default services entity in the marketplace.

## Approach:

- Competitive audits of key mortgage default services companies across the US
- Business unit visits and operations audits
- Key customer visits and opportunity assessment
- Assess each company's/business unit's performance against key competitors
- Define the opportunities within the foreclosure and default services market
- Define the future direction of the business unit relative to operations, structure, branding and marketing

## Recommendations:

- Create a network of working relationships between the portfolio of companies nationwide
- Create a "shared" network of vendor panels to enhance cost efficiencies
- Develop a single brand in the marketplace (i.e. not 10) to strengthen marketing efforts and build stronger nationwide awareness/presence
- Improve customer service via technology, regular customer feedback, and bundling of products/services
- Develop a process to proactively retain customers
- Market the new brand and communicate your position as a "first-rate" default services vendor

