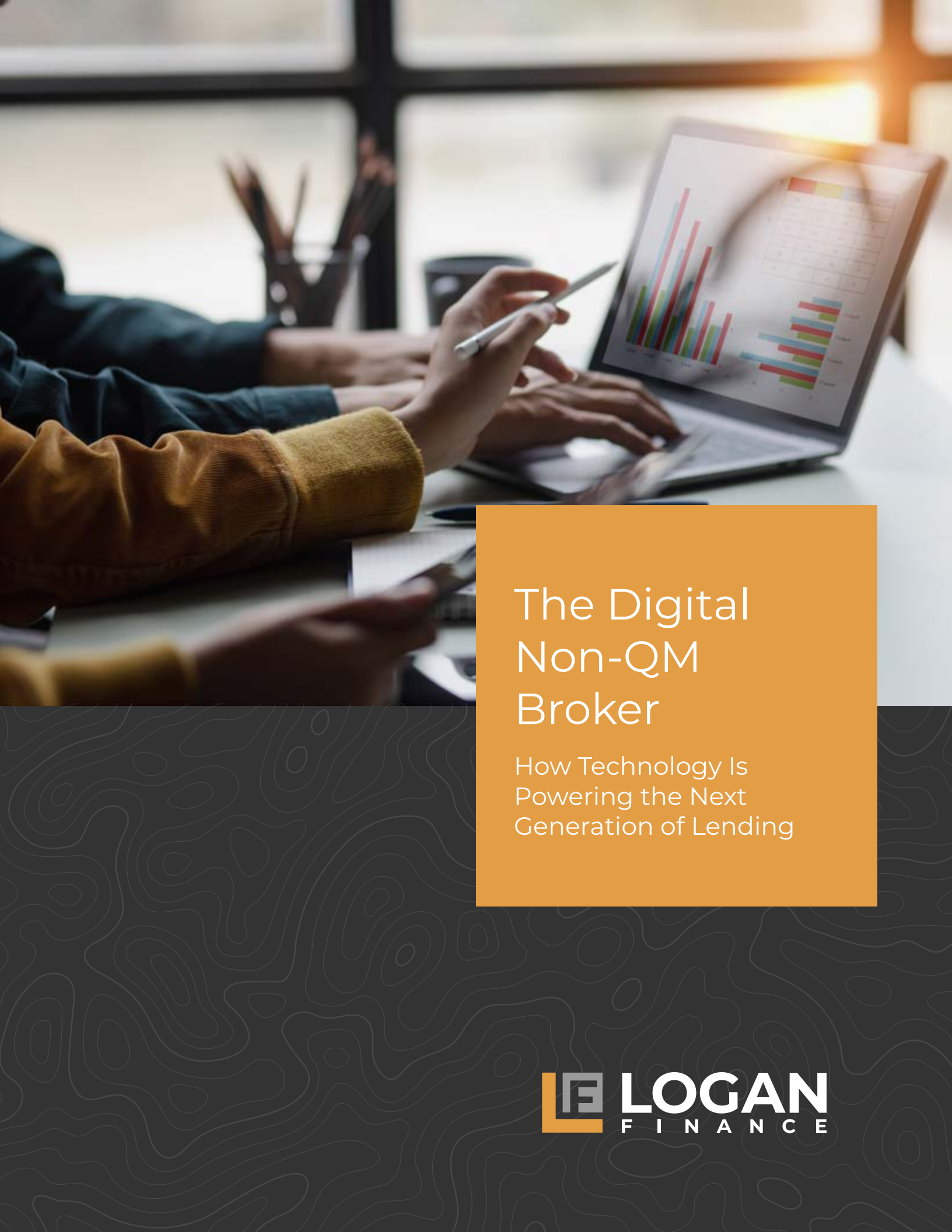




The Digital Non-QM Broker

How Technology Is
Powering the Next
Generation of Lending



Introduction

The recent steady growth of the Non-QM mortgage market confirms that Non-QM is maturing into an essential component of the housing industry. From less than 3% of originations in 2020 to 5% in 2024¹ and with securitization volumes hitting \$40B and climbing,² Non-QM has proven its staying power. Per Scotsman Guide, S&P Global projects Non-QM loans will comprise nearly 30% of non-agency mortgage-backed securities in 2025.³

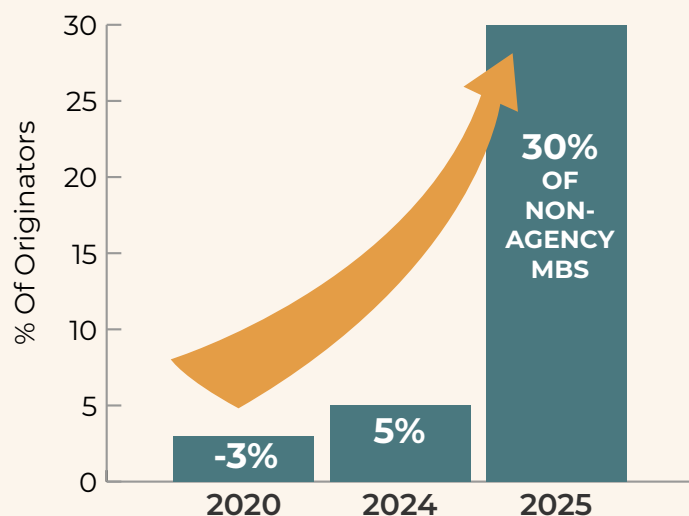
This growth reflects a fundamental shift in how Americans work and invest, one that conventional lending simply wasn't designed to accommodate. With real estate investors accounting for 33% of single-family home purchases,⁴ the borrowers are there. The opportunity is real.

What's changing now is how brokers serve this market. The emergence of the "digital broker" — a technology-empowered professional who combines automation, data analytics, and digital tools with deep expertise — marks a pivotal shift in how Non-QM mortgages are originated and closed.

This white paper examines the current Non-QM landscape, the digital transformation reshaping broker operations, and the tools that empower brokers to compete and win. We explore what "going digital" really means, which technologies deliver measurable ROI, and how forward-thinking lenders are partnering with brokers to drive mutual success.

For mortgage professionals looking to expand their business, understanding the digital Non-QM opportunity isn't optional. It's the key to long-term success.

THE DIGITAL NON-QM REVOLUTION Growth, Transformation, & Opportunity



Why it works:

- Americans are working differently and investing smarter
- Traditional lending models can't meet the needs of self-employed borrowers and investors
- Non-QM fills the gap providing flexible, real-world qualification solutions

1

The Non-QM Landscape

Non-QM Market Landscape and Growth

The Non-QM market has demonstrated remarkable resilience despite challenging economic conditions. According to CoreLogic, Non-QM loans made up 5% of total mortgage originations in 2024, up from less than 3% in 2020.⁵ This is a trajectory that speaks to genuine market demand.

Several fundamental factors are driving this expansion. The self-employed economy continues to grow, with approximately 10 million Americans classified as unincorporated self-employed as of May 2025, according to the Bureau of Labor Statistics.⁶ When you include the 72.9 million people total (representing 42% of the U.S. workforce) who earn income as independent workers, you have a massive population whose financial documentation doesn't fit conventional lending boxes, despite strong creditworthiness.⁷

Real estate investor activity has surged as well. According to BatchData's Q2 2025 Investor Pulse Report, investor purchases accounted for 33% of all single-family homes sold in the second quarter of 2025.⁸ This creates significant demand for products like DSCR loans that qualify based on property cash flow rather than personal income.

The robust securitization market validates Non-QM's maturity as an asset class. Residential mortgage-backed securities (RMBS) issuance in 2025 has been led predominantly by Non-QM deals, which have reached nearly \$40 billion year-to-date as of July 2025.⁹ The strong secondary market provides consistent liquidity and investor confidence.

Perhaps most telling is the credit quality of Non-QM borrowers. The average credit score for Non-QM borrowers was 776 in 2024, compared to 781 for conventional borrowers.¹⁰ These aren't "subprime" borrowers; they're creditworthy individuals whose income structures simply don't fit conventional documentation requirements.

5%

OF TOTAL
ORIGINATIONS
IN 2024

72.9

MILLION U.S.
INDEPENDENT
WORKERS

33%

OF SINGLE
FAMILY HOMES
SOLD TO
INVESTORS
IN Q2 2025

\$40B

YTD NON-QM
RMBS
ISSUANCE
THROUGH
JULY 2025

Non-QM Product Expansion and Demand Drivers

The Non-QM product suite has evolved significantly to address diverse borrower needs. **Debt Service Coverage Ratio (DSCR) loans** have experienced explosive growth, with originations increasing 52% year-over-year in 2024 and surging 123% in January 2025 compared to the prior year.¹¹ According to CoreLogic's December 2024 Non-QM report, DSCR loans now account for approximately 28.7% of Non-QM originations by volume, passing bank statement loans for the first time, with nearly 40% of new investment property loans in 2024 sourced through DSCR lenders.¹²

Still, **bank statement loans** remain a popular Non-QM product. Designed for self-employed borrowers who can demonstrate strong cash flow through 12-24 months of bank statements rather than tax returns, these loans address the disconnect between actual income and taxable income for business owners who utilize legitimate tax write-offs.

Asset qualification programs enable high-net-worth individuals to qualify based on liquid assets rather than traditional income documentation. This is ideal for retirees and those with significant investment portfolios.

Profit & Loss (P&L) loans allow business owners to qualify using CPA-prepared financial statements, providing flexibility for those with complex business structures.

And **Foreign National programs** address the needs of international buyers investing in U.S. real estate, representing a growing segment of the market.

Industry Challenges (and Why Technology Matters)

While the Non-QM market is ripe for opportunity, brokers face distinct challenges. Non-QM products have nuanced qualification requirements that vary by lender and product type, requiring ongoing education and support to master these evolving guidelines.

Alternative documentation methods add complexity. Brokers must understand income calculation methodologies, expense ratios for bank statement loans, DSCR calculations for investor properties, and asset depletion formulas. Without the right technology, Non-QM lending can be time-intensive, with scenario analysis, pricing comparisons, and document management consuming hours that could be spent nurturing borrower relationships.

The solution lies in digital enablement: leveraging technology to streamline process flow, optimize decision-making, and improve the borrower experience while maintaining the human expertise that sets top-performing brokers apart from the rest.

**Hot
Market.
Hotter
Numbers.**

DSCR Loans Up 123%



2 The Digital Shift in Mortgage Brokering

The Tech Evolution in Mortgage Lending

The mortgage industry has undergone significant digital transformation over the past decade. Technology that revolutionized retail and agency lending has now reached the Non-QM space, creating unprecedented opportunities for brokers who embrace and adopt these tools quickly.

According to the Mortgage Bankers Association, total mortgage origination volume is projected to reach \$2.02 trillion in 2025 (up 14% from 2024).¹³ This growth is being driven not just by favorable rate conditions, but by technological innovations that make lending more efficient and accessible.

With approximately 74% of homebuyers financing through mortgages, and growing numbers turning to online platforms for convenience and speed, digital capabilities are becoming table stakes for competitive brokers.¹⁴

Industry research shows that lenders are increasingly investing in automation, AI, and integrated technology platforms to reduce costs, improve speed, and enhance accuracy. For brokers, this digital infrastructure has evolved from a nice-to-have element into an essential component for competing effectively in today's market.

Defining the Digital Broker

When we refer to a "digital broker," we don't just mean someone who uses technology. This is a professional who has strategically integrated digital tools to create competitive advantages across their entire operation.

These brokers achieve efficiency through automation, streamlining rote repetitive tasks like document verification, data entry, and compliance monitoring to focus on high-value client interactions.

Rather than relying solely on experience and intuition, digital brokers leverage real-time pricing engines, scenario analysis tools, and market insights to provide borrowers with the most accurate and competitive options. They deliver enhanced borrower experiences through digital communication platforms, automated updates, and transparent pricing tools that meet today's borrower expectations for convenience and speed.

Perhaps most importantly, technology enables these brokers to scale their operations so they can easily handle higher volumes without sacrificing quality or personalized service, supporting sustainable business growth without linear increases in overhead.

The Competitive Edge of Digital Tools

Brokers who have embraced digital transformation report tangible business benefits. Automated underwriting and AI-driven tools can analyze thousands of data points in seconds, reducing approval times from days to hours.

For example, at Logan Finance, we understand that timing is critical for real estate investors. Our DSCR loan program eliminates traditional income verification, allowing the property's cash flow to qualify itself. With minimal documentation and a dedicated scenario desk providing quick-turn income calculations and structuring guidance, we enable expedited loan processing.

This allows some investors to close DSCR loans significantly faster than conventional mortgages, which helps to secure properties quickly in competitive markets. Real-time pricing engines connected to wholesale investors ensure brokers can provide the most competitive and accurate pricing instantly, reducing fallout and improving conversion rates.

Automated compliance monitoring ensures adherence to evolving regulatory requirements, reducing risk of penalties and delays while providing clear documentation trails for audits. Studies consistently show that increased communication and transparency lead to higher borrower satisfaction scores.¹⁵

Digital tools enable more frequent, meaningful touchpoints throughout the loan journey, creating superior borrower experiences that drive referrals and repeat business. The mortgage industry is transforming from a paper-heavy, manual process to a streamlined, technology-driven experience. Those who adapt and integrate the right digital tools will be best positioned to serve the growing Non-QM market and scale their businesses sustainably.

The Digital Advantage

How Technology Accelerates Every Step of the Non-QM Loan Process

STEP
1

Approvals in Hours, Not Days

Automated underwriting analyzes thousands of data points instantly, cutting approval time by up to 75%.

STEP
2

Property Cash Flow Qualifies Itself

DSCR loans remove the need for traditional income verification — letting the property's performance drive approval speed.

STEP
3

Instant, Accurate Quotes

Connected pricing platforms ensure brokers deliver competitive rates and reduce fallout.

STEP
4

Reduced Risk, Stronger Audits

Compliance monitoring tools automatically flag issues and maintain clear audit trails for regulatory confidence.

STEP
5

Communication That Converts

Digital updates and transparency increase borrower satisfaction and repeat business.

From Application to Closing, Digital Tools Create Speed, Accuracy, and Growth.

3

The Tech Tools Powering the Digital Non-QM Broker

Scenario Engines and Pricing Platforms

Product and pricing engines (PPEs) have become indispensable for modern brokers. These platforms provide instant access to eligibility, pricing, and program comparisons across multiple lenders, eliminating hours of manual research that once consumed valuable broker time.

LoanNEX represents a next-generation pricing engine specifically designed for Non-QM lending, combining robust PPE capabilities with B2B collaboration tools and market insights. The platform is uniquely suited to handle complex non-agency scenarios, with intuitive filtering that provides greater accuracy in determining which loans actually fit borrower profiles. LoanNEX's marketplace enables direct collaboration with lenders and scenario desks, streamlining the

entire journey from pricing to purchase.

Optimal Blue remains the industry-leading platform for brokers, providing access to 120+ wholesale investors with side-by-side product comparisons. The platform seamlessly integrates with loan origination systems (LOS) and Customer Relationship Management (CRM) systems, ensuring pricing is available everywhere brokers work.

These pricing engines deliver measurable value: what once required hours of phone calls and manual comparisons now takes minutes. Instant access to multiple lenders ensures brokers can always present the best available options to clients, and real-time pricing reduces the risk of outdated quotes that lead to borrower disappointment and deal fallout.

**Why wait
hours when
your tech
can decide
in seconds?**



Automated Document Management and eDelivery

Non-QM lending requires extensive documentation, from bank statements to business financials. Digital document management systems have transformed how brokers collect, organize, and submit these materials, turning what was once a logistical nightmare into a streamlined process.

Modern document platforms provide secure portals where borrowers can upload documents directly, eliminating physical copies and reducing processing time. AI-powered Optical Character Recognition (OCR) technology quickly extracts data from tax returns, pay stubs, and bank statements, eliminating manual data entry and minimizing errors that can delay closings.

Automatic version control ensures the most current documents are always used, with clear audit trails for compliance purposes. Electronic signature capabilities allow borrowers to review and sign documents remotely, accelerating the closing process and meeting modern borrowers' expectations for digital convenience.

Robotic Process Automation (RPA) further streamlines document workflows by automatically extracting, processing, and organizing data from thousands of documents within minutes, a level of automation that's particularly valuable in Non-QM lending, where documentation requirements can be more complex than traditional mortgages.

Digital Verification and Data Sources

Verifying income and assets for self-employed and investor borrowers has traditionally been one of the most time-consuming aspects of Non-QM lending.

Digital verification services have streamlined this process significantly, with technology now able to analyze 12-24

months of bank statements to calculate qualifying income, applying appropriate expense ratios and identifying irregular deposits. Leading Non-QM lenders can complete these income calculations with remarkable speed, streamlining a process that once took days of manual review.

Direct connections to financial institutions enable instant verification of account balances and asset documentation, reducing the time required for manual verification and the back-and-forth requests that frustrate borrowers. For DSCR loans, automated systems can pull rental data from lease agreements and market analysis to determine qualified rental income quickly and accurately.

These verification tools not only save time but also improve accuracy and reduce the potential for human error in complex income calculations — errors that can delay closings or, worse, result in compliance issues down the line.

CRM and Marketing Automation

CRM systems designed specifically for mortgage brokers have become essential for managing leads and nurturing client relationships in an increasingly competitive market. Advanced CRM platforms integrate with rate calculators and Google forms to capture prospects seamlessly, eliminating the manual data entry that causes leads to fall through the cracks.

These systems provide automated email sequences and communication workflows that nurture leads based on their position in the sales funnel, ensuring consistent follow-up without requiring brokers to remember every touchpoint. Seamless connections with loan origination systems eliminate duplicate data entry and reduce errors, while data-driven insights enable brokers to tailor messaging to individual borrower needs and preferences.

Modern CRM platforms are transforming workflow efficiency, making them highly intuitive, user-friendly, and device-agnostic. These platforms help brokers stay on top of leads, develop deeper client relationships, and make the mortgage application journey quicker and less administratively burdensome.

Training and Digital Enablement

Education is critical in the Non-QM space, where product knowledge and guidelines evolve regularly. Leading lenders provide comprehensive digital training resources that transform what could be an overwhelming learning curve into a manageable, ongoing professional development process.

On-demand learning through video tutorials, webinars, and product guides allows brokers to refresh their knowledge or learn about new programs on their own schedule. Product-specific training provides deep dives into individual loan programs, including eligibility requirements, documentation standards, and income calculation methodologies. These are the technical details that make the difference between a smooth closing and a frustrating one.

White-label marketing tools and templates enable brokers to promote Non-QM products professionally without starting from scratch, and many lenders offer dedicated scenario desks with quick turnaround times — often within 24 hours — to help brokers structure complex deals correctly the first time, reducing costly delays and rework.

Train Smarter. Close Faster.

**Logan's digital tools turn
complex Non-QM into
confident closings.**





How Leading Lenders Are Driving Broker Digitalization

Forward-thinking Non-QM lenders recognize that their success is directly tied to broker success. Rather than viewing technology as purely an internal efficiency tool, these lenders are investing in broker-facing digital platforms that make partnership easier, faster, and more profitable for the brokers who drive their business.

Logan Finance exemplifies this approach.

With over 70 years of lending experience, Logan has evolved into a recognized leader in the Non-QM space by offering brokers and correspondent clients a wide array of loan products and a premium Non-QM experience.

Logan's philosophy is simple and straightforward: competitive products and pricing are table stakes, and what sets lenders apart is the delivery, support, and the confidence they instill in their broker partners.

The Broker-First Digital Strategy

Logan Finance's technology platform combines multiple integrated systems designed to streamline the broker experience from initial pricing through loan purchase.

The LoganConnect portal handles loan submissions and appraisal management, with dedicated portal training and technical support available through scheduled sessions. Beyond the portal, Logan's pricing integrations connect directly with major industry platforms including LoanNEX, Optimal Blue, LoanSifter, and LenderPrice, ensuring brokers can access Logan's current rates and programs without leaving their preferred workflow systems.

What truly sets Logan apart is its specialized support infrastructure: dedicated email desks and expert teams for every stage of the loan process. Brokers have direct access to the Scenario Desk for quick-turn income calculations, the Condo Review Desk for complex warrantable and non-warrantable projects, the Lock Desk

during extended hours (7:30 AM – 5:00 PM PST), and specialized teams for appraisal reviews, entity reviews, and exception requests. Each desk operates with dedicated email addresses and phone lines, ensuring brokers receive prompt, expert guidance without the delays of traditional back-and-forth communication.

The result is a seamless experience where technology handles pricing integration and submissions while specialized human expertise remains readily accessible. Logan's approach recognizes that the best mortgage technology isn't about replacing relationships with automation, but using smart integrations and organized support teams to make the broker's job easier, faster, and more successful.

Logan's Open Road product series similarly demonstrates this commitment to making Non-QM accessible and straightforward for brokers:



Autobahn (DSCR):

Investor-focused financing up to \$2M with cash flow qualification. Supports short-term rentals up to 80% LTV, with minimum 1.00 DSCR. First-time investors welcome.



Accelerate (DSCR No Ratio):

Up to \$2M for investment properties qualified based on cash flow, with no DSCR calculation required.



Overland (Bank Statement):

Up to \$3.5M for self-employed borrowers who can demonstrate income through bank statements rather than tax returns.



Roam (Full Doc):

Fast-track loans up to \$3.5M with just one year of income docs.



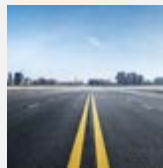
Beyond (Asset Qualification):

Up to \$3M leveraging liquid assets for qualification rather than traditional income verification.



Reach (P&L):

Up to \$3M for business owners using CPA-prepared financial statements.



Horizon (Condotel):

Logan's Condotel DSCR program opens doors to luxury hotel-style units in premier vacation destinations, with up to 75% LTV for purchases and flexible occupancy options.

Critical lending parameters: Logan Finance maintains portfolio limits of up to six loans OR \$5 million aggregate per borrower (whichever comes first), ensuring sustainable, responsible lending practices that protect both borrowers and investors.

Broker Support That Goes Beyond Technology

While digital tools provide efficiency, the most successful lender-broker relationships balance technology with human expertise. Leading lenders provide fast scenario analysis through dedicated teams that understand complex deals, ensuring brokers can move quickly when opportunities arise.

Product-specific underwriters who deeply understand each loan type reduce the back-and-forth that delays approvals, while white-label marketing support provides ready-to-use materials that brokers can customize and deploy immediately to promote Non-QM products to referral sources and borrowers.

Seamless technology integration with major pricing platforms ensures brokers have instant access to current pricing and program information without juggling multiple systems.

The Human + Digital Partnership

As industry experts note, the goal is not to remove humans from the process but to optimize operations so teams can focus on meaningful tasks that add real value.

Technology handles the “what” and “when”: routine tasks like data processing, document routing, and status updates.

Human expertise addresses the “how” and “why”: complex problem-solving, strategic guidance, relationship building, and the nuanced judgment calls that make the difference in challenging deals.

This partnership approach ensures brokers never feel abandoned to navigate technology alone. When questions arise or complexity increases, expert support is readily available just a phone call or email away, not buried in an automated system that provides no real answers.

Powering Broker Success Through Smart Partnerships

Logan Finance blends technology and human expertise to make every broker interaction faster, easier, and more profitable.



5

The ROI of Going Digital

Brokers who have embraced digital Non-QM tools report measurable improvements across key business metrics. Accurate pricing and faster turnaround times reduce fallout rates significantly. When borrowers receive competitive rates quickly and experience efficient processing, they're less likely to shop elsewhere or abandon the transaction out of frustration.

Approval-to-funding cycles have shortened dramatically with automation. These faster closings translate directly to broker bottom lines: quicker commission payments and higher annual production capacity without adding headcount.

When routine tasks are automated, brokers can focus on high-value activities like client relationships and business development. Studies show that lenders using automation effectively can handle 25-30% more volume without proportional staff increases — a scalability advantage that's particularly valuable during market upswings.¹⁶

Perhaps most valuable for long-term success, superior client experience through transparency, speed, and communication drives repeat business and referrals. J.D. Power satisfaction surveys consistently show that increased communication leads to higher satisfaction scores, and satisfied clients become advocates who refer friends, family, and colleagues.¹⁷

Cost Efficiency and Margin Protection

Digital tools also protect broker profitability in tangible ways. Automation reduces the time and resources required to process each loan. These cost savings flow directly to improved margins without requiring brokers to cut corners or compromise service quality.

Automated data extraction and validation minimize costly mistakes that can delay closings or trigger compliance issues. The cost of a single error, be it a missed document, incorrect calculation, or compliance violation, can easily exceed the investment in quality automation tools.

Technology enables brokers to grow their business without needing to add staff proportionally, scalability that's particularly valuable during market upswings when hiring and training new employees quickly becomes both expensive and risky.

Competitive Positioning

In an increasingly competitive market, digital capabilities create meaningful differentiation. Understandably, today's borrowers expect digital convenience; they're accustomed to shopping, banking, and communicating online in every other aspect of their lives.

Brokers who provide a borrower-friendly, accessible digital experience meet these expectations and stand out from competitors who are still relying on paper-based processes that feel outdated and cumbersome.

In competitive markets, speed wins deals. The ability to provide quick pricing and pre-approvals can be the difference between winning and losing a transaction, especially when multiple brokers are competing for the same borrower. The broker who can deliver accurate information the fastest often earns the business.

Sophisticated technology tools also project competence and expertise, helping brokers attract and retain high-value clients and referral sources.

Real estate agents, financial advisors, and other referral partners want to work with brokers who operate efficiently and professionally, and digital capabilities send that signal clearly.

Preparing for the Future of Non-QM

The next wave of innovation in Non-QM lending is already taking shape. Advanced AI systems are beginning to suggest optimal loan structures based on borrower profiles, automatically identifying the best product fit and pricing strategy before brokers even need to search.

Machine learning algorithms are learning to analyze borrower characteristics and match them with the most suitable products before applications are even submitted, improving conversion rates and reducing wasted effort on deals that were never going to close.

Enhanced analytics and reporting tools will soon provide brokers with deeper insights into their pipeline, performance metrics, and market trends, enabling more strategic business decisions. These advanced business intelligence platforms will help successful brokers identify patterns, optimize their processes, and focus their efforts where they'll have the greatest impact.

The Next Generation of Brokers

Tomorrow's successful Non-QM brokers will be characterized by digital fluency. Comfort with technology won't be optional, it will be foundational to how business is conducted.

As products, guidelines, and technology evolve, these professionals will maintain a commitment to continuous learning, staying current not just on products but on the tools and techniques that maximize efficiency.

Successful professionals will be those who recognize that no single broker can master every aspect of Non-QM alone and will cultivate strategic partnerships with lenders who provide robust technological and educational support.

These relationships will be true partnerships, not just transactional arrangements. And these partnerships will be based on mutual success, ongoing communication, and shared commitment to borrower outcomes.

Perhaps most importantly, the best brokers will maintain a borrower-centric approach where technology enhances — rather than replaces — the human connection. They'll use digital tools to provide superior service while maintaining the personal touch that builds lasting client relationships and turns customers into advocates.



Preparing for the Future of Non-QM

AI, analytics, and human insight — working together to power the next generation of lending.

Conclusion: The Digital Imperative

The future of Non-QM lending belongs to digitally empowered brokers. As the market continues to grow, the brokers who thrive will be those who have strategically integrated technology into every aspect of their business.

Digital transformation is not about replacing the human expertise that makes great brokers successful. Rather, it's about augmenting that expertise with tools that enable faster decisions, more accurate pricing, superior borrower experiences, and sustainable business growth.

The most successful brokers recognize that technology is not a threat to their role but an enhancement of it.

By automating routine tasks, brokers free themselves to focus on what they do best: building relationships, solving complex problems, and guiding borrowers through one of life's most significant financial decisions.

This is where the art of mortgage brokering meets the science of digital technology — and where the most successful professionals will distinguish themselves.

Your Non-QM Technology Partner

Finding the right Non-QM lender goes beyond simply comparing product offerings. It means identifying a technology and training partner that is committed to your success.

The best lenders provide comprehensive digital tools from pricing engines to broker portals to automated income calculations — all technology that makes Non-QM lending efficient and profitable.

The best lenders offer ongoing education through training programs, webinars, and resources that keep you current on products, guidelines, and best practices as the market evolves.

Expert support through scenario desks, account executives, and specialized underwriters provides the human expertise to complement digital tools, ensuring you're never navigating complex deals alone.

White-label marketing resources and digital assets help you promote Non-QM

products professionally to referral sources and borrowers without starting from scratch each time.

Take the Next Step

The Non-QM market represents a significant opportunity for brokers ready to serve the millions of qualified borrowers who don't fit into conventional lending boxes. Whether you're just beginning to explore Non-QM or looking to expand your existing practice, investing in the right technology and partnerships is essential for capturing this opportunity.

Connect with Logan Finance to explore digital Non-QM tools and broker resources, product training and support, partnership programs, and the Open Road product series with specialized lending solutions designed for today's diverse borrower needs.

The digital transformation of Non-QM lending is already underway. The question is, will you be leading the transformation or scrambling to catch up?

The future belongs to brokers who recognize that technology and expertise aren't opposing forces; they're powerful complements helping brokers build a successful, sustainable, and scalable Non-QM practice.

Get Started:
bizdev@loganfinance.com

Visit:
LoganWholesale.com



Logan Finance Corporation is a recognized leader in Non-QM lending, offering comprehensive solutions for self-employed borrowers including Bank Statement, 1099, P&L, and Asset Depletion programs. With over seven decades of lending experience, Logan combines innovative underwriting with the personal touch brokers and borrowers deserve. NMLS # (127722)

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