Josh Pitts ([00:01](https://www.rev.com/transcript-editor/Edit?token=wHVZHkkoRpYBZLU_VrkRT4SDzvf-xGV_QD3WKDwTU7ad4za9yAMZscnR7eCuD_8toMj6fa6UCTMiAWAuH2FG8R7qn3w&loadFrom=DocumentDeeplink&ts=1.15)):

What is up. Good morning, ladies and gentlemen, and welcome to the Shred Show live. You can see the two beautiful ladies hanging out with me this morning. And the discussion we are about to have is even more beautiful. It's gonna be inspiring. It's gonna be valuable. You're not gonna wanna miss it. As a matter of fact, it's gonna be one of those. It's gonna help you level up your game because now more than ever, you have to be finding ways to differentiate yourself. You have to be finding ways to make yourself a Champion within your own market. And we're gonna be discussing just that. How do you start to look at opportunities? Are you thinking about Non-QM? If not, you need to be because there is so much opportunity within the space right now, ladies and gentlemen, we cannot even begin to share everything with you. So are you ready? Are you ready? It is time to shred.

Josh Pitts ([01:01](https://www.rev.com/transcript-editor/Edit?token=3mNtLy9IeZtinHZQGfMz2MEEyV8v5cayKF_cWxIkLkNuStD68Rb2x3DMkR3e0fRNzpxzxDaAjVdjr9lIDGJ7lko0g-g&loadFrom=DocumentDeeplink&ts=61.63)):

Ladies and gentlemen. Good morning. I am so very excited. The two incredible women that I have joining me this morning. We've got Kimberley Torres, EVP of Sales at Champions Funding. And then we've got the incredibly, the talented, the beautiful, the always inspiring Christy Mindell hanging out with us this morning as well. I am so excited. Everybody knows that I have this amazing relationship with Christy. She's been a friend for a long time. She's one of those people. She's been a mentor. She's been one of those people that I always look to, especially when it comes to marketing and now more than ever, what we're gonna be discussing can really help you within your marketing efforts. So I'm excited to dive in this show with this lady, with these ladies, because it is going to be valuable. I promise you you're gonna learn something and you're gonna be able to level up your game.

Josh Pitts ([01:42](https://www.rev.com/transcript-editor/Edit?token=IEgtc-vrCsSwQ_qXd_FsU_PV2RPQM8QvMN8e18uzpbBNwQxTNzs46GSHhGv8NF8lxpDvdN2f1r0FcYcLQpti8tXrS-A&loadFrom=DocumentDeeplink&ts=102.069)):

You're gonna become a Champion in your own, right? So stick around for this conversation. Tag everybody in your office hit that, share button tag, somebody that needs to hear this because I promise you this is gonna be an incredibly valuable discussion. But before we get into our topic of conversation this morning, I wanna get to know these ladies a little bit better as we always do, because like I tell you, this is all about relationships. You wanna know the people, you, you want that trust factor. You want that relationship factor. So I'm so excited because KT has become a new friend, a new acquaintance, and I'm so excited to get to know her. So KT, welcome to this show. Tell us a little bit about yourself and how you got started in the industry.

KT Torres ([02:15](https://www.rev.com/transcript-editor/Edit?token=m7yXExzdsj0A7rgL_FCwmacx7dfrfnJsWm2A_U-wgAHApA1sA9AR9osV1MNU0DOpeqhYVZ3FZ527at0_AelyHCwV8vA&loadFrom=DocumentDeeplink&ts=135.47)):

Oh, sure. Um, well, I've been in mortgage pretty much my entire adult career. So since the late nineties, um, in terms of

Josh Pitts ([02:25](https://www.rev.com/transcript-editor/Edit?token=ugk6c_oit5pi1WKUPQYPg_xiVriiMk6cWOXh2GdP_Tu3cNUe5IccfWTe1l0O6MnOnoEAWepXC3PLbE0touP7nenLazo&loadFrom=DocumentDeeplink&ts=145.09)):

The late nineties, so you got started when you were what? Eight, six in this industry. So

KT Torres ([02:28](https://www.rev.com/transcript-editor/Edit?token=f9Q_ih4krAyDzvvwym7a2pT857cp6TICwlAGZzinoBjGIczJ_vnGFUbbK1VmAZ3Ve0I1JsLR410z6GpyQ15lNHOP-sg&loadFrom=DocumentDeeplink&ts=148.85)):

That's what I was thinking. No, <laugh> um, and I started honestly in compliance. I moved to set up, I worked my way from set to processing from processing to underwriting. I used to run operations teams and then I got put into sales. Um, my, my boss at the time said, okay, you're, you're going out now in the field. And I was like, oh gosh, no. Um, because that just seemed terrifying. But then when I got a taste for sales, I really found my groove. And since then, I've, um, kind of worked my way up from regional positions to then national positions. And now I'm the EVP of sales at champions funding.

Josh Pitts ([03:10](https://www.rev.com/transcript-editor/Edit?token=ItTCYi8rQdE0jLSRYGMIft7ndk25u1eY1AZid_f2LlvxRDUybKigjosnCDgWKVDSUKB0yE3lqMd_vSJrxua-h44tR4Q&loadFrom=DocumentDeeplink&ts=190.139)):

See, I love stories like this KT, because you start from the beginning, you learn, you get better, you grow, you, you continue to surround yourself with incredible people, with incredible organizations like Champions. And then you get into these roles where you have the opportunity to impact and change people's lives. And you start it from the bottom. Those are the, like, I love that we all do, but it's just so much fun hearing when, I mean, starting in compliance, nobody likes compliance. No, none of us are like, like, but somebody Christy's like, I like compliance a little bit.

Josh Pitts ([03:37](https://www.rev.com/transcript-editor/Edit?token=TveGEmCgwb1AapE07i4UMgL2xPXY-LGR0ViLO6_WrX2H4OuH6TFr4KWzWH14ChmWis4H4rQLbWvY_Adn16fdT6s3tlA&loadFrom=DocumentDeeplink&ts=217.5)):

Well, there's always gotta be a little bit, but for the most part, it's always one of the, again, it's so much fun to hear those stories. So KT, I'm excited to have you on the show this morning. It's gonna be a lot of fun. Christy. You've been on the show before. I'm excited to have you back on you. You'll always bring this excitement, this enthusiasm, this energy, and being the P of sales as Champions, you continue to do that. Like I'm, I'm so excited to have you for those who don't know. You give a little bit of background, cuz again, I know you come from an incredible background in this industry as well.

Christy Mindell ([04:05](https://www.rev.com/transcript-editor/Edit?token=d7pdRgVnQ7Tiq8UxcTRHGPMaCGwWmWp21iuRc3ypnGT9gT6CeeBXCXbzMyFwGKgVP6ZNB43pdjPKemp93FAoDmCW6wU&loadFrom=DocumentDeeplink&ts=245.48)):

Yeah. I, I jumped into this EVP of Marketing role and it has been a game changer because Champions allows me to do all the things that I absolutely love about mortgage and absolutely love about marketing. So it's been a, a really fortunate I too came from, you know, a place where I was the literally the receptionist for a branch in, uh, in West Covina, California at ReMax, uh, ReMax Masters, where I kind of got into this real estate thing and, and really quickly the, the office administrator there was like, Hey, I see you could do more. And I'm like, give me more, give me more, let me learn about this business. And then I kept going after, you know, the next job and the next job. And, and so over a period of time, I didn't really know what marking meant as a 20-something-year-old in the industry.

Christy Mindell ([04:48](https://www.rev.com/transcript-editor/Edit?token=3WswvvFvzu9dvtEi_5vG9OFEDtdXEWuca1D9kzFKeT3FJ-TmcwpkZf8II23XaL_GlrK0CQl2JSSCUzxo112dymu9iDc&loadFrom=DocumentDeeplink&ts=288.73)):

But I really talk like talking to people about it. I really liked helping people understand. And, and I kept asking a lot of questions and they said, you're really good at marketing. I said, what is that? So then I started diving in learning and started finding some really awesome mentors. And, and I really love sales. I'm very entrepreneurial sales minded. So KT and I super click on that front. You and I super click on that front. We, we think like the same, we think outside the box in different. And so that's what makes it really fun. And, and mortgage is to do marketing in this industry because you have such a great opportunity to do a really cool thing. Oh,

Josh Pitts ([05:23](https://www.rev.com/transcript-editor/Edit?token=5ZRTM6C4xU6PShBDC5a69YFkLlvE0guZqotK--rw0uyxpAi2XWNbu6SwJsdJ3V5cpk0x8cBquf0Uuu4fwC9X1Tw2aJY&loadFrom=DocumentDeeplink&ts=323.69)):

That's the best part about it is there's always an opportunity as long as we're continuing to push ourself and actually to what was just said here, always hungry. I love this comment by, by Melanie Walsh, cuz you always have to be hungry. You always have to show up. You always have to be shredding. You always have to look for these opportunities to better ourselves. Yeah. And that's what we're doing today with what we're sharing, what we're discussing today. We want to help our industry really start to differentiate themselves with interest rates on the rise with some fear within the industry. It's like I, I was at two conferences last week and I heard, I heard the fear within this industry right now. We have to be looking at opportunities. We have to be looking at what, what can we be sharing with our consumers? How can we be educating them?

Josh Pitts ([05:59](https://www.rev.com/transcript-editor/Edit?token=edND0AkDl01YGaw1l0K-bjbHjRjHdMITwUZtYU9-T0fe4gx6Z8N617UCOc5xyfJdFjdZbrTwPCVZ9L_5a4yt9_UOJLo&loadFrom=DocumentDeeplink&ts=359.63)):

That is ultimately going to help them. That's going to help all the Americans achieve that dream of home ownership in whatever way, shape or form. And we're gonna be discussing that. Yeah. In a way that I'm excited for, because it's almost a buzzword, it's almost something that you've heard of, but it's almost, uh, there's such a misconception. There's some ideas that are floating. Some myths that are just not true about it. So I will get into that. But both of you come from agency lending backgrounds or TPO backgrounds within the space, but now you've completely shifted. And now you're dedicated to Non-QM and that's already like Non-QM is one of those things. And before all of your eyes glaze over and you're like, oh Non-QM. We wanna talk about this in a way for you ladies and gentlemen, all, everybody listening to our community. We want to talk about this in a way that actually is going to help you improve your business. It's gonna add opportunities. We want to you to be able to go out and share with your consumers about how they can take advantage of this. So tell us, so KT let's start with you. Why Non-QM?

KT Torres ([06:54](https://www.rev.com/transcript-editor/Edit?token=rT5eev_gYJLMmWCgc-_zqJITD8Ts6HjB_Lc6BmkNboK6PLL42jJQcM4_LKw27Cm_SPHsd0K7oh99cqrJ1JKjHuHFov4&loadFrom=DocumentDeeplink&ts=414.85)):

<laugh> well, I mean, I originally started, like I said, late nineties, right? So we're doing 125s and then shifting into the all-day space. And after the crash I came back into agency, but I was in very, I've always been in very tight markets, right? So I worked for a lender that did, um, manual underwrites on conventional, very weird space to be in right. Very labor intensive. Then I transitioned into government underwriting and low FICO underwriting because I worked with Evan at other divisions, which was Clear Vision or Pacific Union. So I've always been in this niche of wanting to really be able to take deals and make a yes happen. That's something that I kind of thrive on with the whole background of operations. I can flip a file inside out backwards, but really being able to add value that's differentiated is, is what I see in the Non-QM space. As we know, 20, 20, 20, 21, a lot of us were selling rates in the ones and twos. And for now with everything kind of shifting, it's more about see a need filling. And so, um, my entire career has been dedicated to adding real value. And this I thought was my largest opportunity to really be impactful with the value that we can add to the community that we serve.

Josh Pitts ([08:26](https://www.rev.com/transcript-editor/Edit?token=KoQ1QEpMHbb_JPePgwxyFG7C15401Sq_a7ZTgDrE3IdZGZeUjYbqOzaRQ3c-bmmMyTRI99-uHyuW7kjSCPdcacgIKAg&loadFrom=DocumentDeeplink&ts=506)):

Ooh, I love that. The community, that, that is one word that I think is so underutilized. This, we are a mortgage community communities, people that serve one another, we help one another. I know both of you ladies have dedicated your lives. Again, both of you mentioned that it's, you've been doing this for, for, for a couple of years. It's been, you know, both of you are experienced veterans of the industry, but we are a community. And that's what this is about today is, is sharing how we can help one another. So Christy, same thing. Why like, again, you come from this incredible background, you know, you and I have known each other for a long time. Why Non-QM? Why did you go into this space?

Christy Mindell ([08:59](https://www.rev.com/transcript-editor/Edit?token=jfLkuHMDwKEtfJSrh12Hq_ZpEI5RZiEojUnZdve28h76HzaqS41Gvauhbfyy_etralaphhQKi4T2oLaEJOjuhtpFCIQ&loadFrom=DocumentDeeplink&ts=539.59)):

Yeah. You kind of, you kind of get in that spot where you're comfortable in, in an area. You know, TPO is an area I know for wholesale marketing and, and all the relationships that you've built with sales teams and account executives and our brokers and all that. And you kind of leave that and go, okay, why Non-QM? It was a, it was a tough decision for me for about couple months that I was thinking about it. But at the end of the day, what I really wanted to do was do something that was different. Something that really made an impact for brokers that wasn't like everything else. And really this is an area that've worked in before, but not in this new way where it's a lot easier to do a Non-QM loan these days. Whereas it was 30 to 45 days before, no longer is that true? So right. Why not join like this total? Um, great opportunity for brokers, for account executives, for companies to dabble in this area and stay hyper focused. And I think that's one of the things that really, um, drew me to it from a marketing perspective, I could be hyperfocused on Non-QM and really just crush it out there, take all that knowledge from all the years and really just focus on one product. So it's a blessing

Josh Pitts ([10:10](https://www.rev.com/transcript-editor/Edit?token=4-m8wiw89oP5CVlUtbBObKRkBoTNuOiFX-yejiwdpofRLwF4Vxmzrnjru0LXSbWmt1YCtB1uctg6MErs481D7DCv-HA&loadFrom=DocumentDeeplink&ts=610.04)):

I wanna, we're gonna dive into that here more in just a second, because I do think being able to niche, being able to go deeply with one thing in particular really is it allows us again, we have this incredible knowledge basis as industry professionals. Sometimes I think we go too wide. We're trying to do everything we're trying to do first time home buyers. We're trying to do this. We're trying to do this. We're trying to do this. And sometimes we spread ourselves too thin. So I wanna come back to that in a sec, but why do you think Non-QM? I mentioned it as a buzzword. I think it is something a lot of people are talking about. We're seeing a lot of the discussions, the forum groups that we're in a lot of the Facebook groups. Why do you think Non-QM is taking off the way that it is right now? KT, let's start with you. And then Christy, we will go back to you.

KT Torres ([10:47](https://www.rev.com/transcript-editor/Edit?token=RvBgq1egrpVe84ut3KWNRRWTmQ_bu3njLZQY4p-oqJ4_PfmV9Z8vvcPMZhyOo57eZRmcxsYwBBBh0hgzDQKhgBI30n0&loadFrom=DocumentDeeplink&ts=647.01)):

Well, I mean, to me, I feel like Non-QM is so much more than a buzzword. Uh, again, going back to that whole see a need, fill a need. I recognize that there's a lot of people who are challenged, they've seen their inventory drop off significantly. Um, that creates problems where LO's are looking for more products to sell. That's kind of creating some sort of dislocation, uh, in terms of, you know, these are market demanded products. So really being a Non-QM's taking off because everybody's already picked off low hanging fruit, right? And the people who could refinance in 2020 and 2021 did, but there is a huge population of borrowers who have equity. That's built up in their homes that they haven't been able to tap into. There's a huge population of borrowers who have been waiting in line for 30, 45 days at a different lender, trying to get a bank statement loan and it falls out.

KT Torres ([11:49](https://www.rev.com/transcript-editor/Edit?token=NmpnOkbu1QIJdb7KOtWx8PJF3htZumuHdZXqd1ffhdEVBzuVeurplNJ3ICwF56Y5YJzgeoh5hJc5iL7C8zYYfPJA--M&loadFrom=DocumentDeeplink&ts=709.809)):

And so it feels really good to be able to come in at the ninth hour and make that closing happen within 10 days and do that consistently and consistently show up for the brokers for the borrowers in a way that other people just can't. And so in terms of it being like a buzzword, there's a lot of excitement around it because it's a viable option. It's a solution where there was not accessibility to financing for these borrowers previously. It was like the loan fell out and oh, wow. Yeah. Right. Hard money. And so this is actually a way to provide access to financing that is responsible.

Josh Pitts ([12:31](https://www.rev.com/transcript-editor/Edit?token=TH4TXrKhfNp4UtYdlUt5vfZY6fTtWb1AcsWpYpBpVWLabULzRZoBUDOjdCBhWx-nNPqpBPrGHOPgLweTJFl07znD6v8&loadFrom=DocumentDeeplink&ts=751.38)):

Oh, I like it is responsible. And like you mentioned, there's a lot of people out there right now, a lot of, I guess, we'll call 'em our consumers, our clients that just are unaware that these pro, like you said, so many of us focused on the low hanging fruit in 20 20, 20, 21, but there's, there's this huge, this huge percentage of people that are like, Hey, well we don't, we know we don't fall into this category. We're a little bit, we have a unique, you know, back, we have a unique situation here. Can you help us out? And so many of us just ignored them. We're just like, Nope, sorry, I've got these, I've got these vanilla loans. I'm gonna go do here. I've got these vanilla opportunities, but now we're all scrambling. And we're like, Ugh. I mean, Christy, is that, why is that? Because we've all we focus on the easy stuff.

Christy Mindell ([13:11](https://www.rev.com/transcript-editor/Edit?token=J0uewVICdLb_DanG2GpYGQ_GQywhfcp7kWqK1ogXd67HfJcTXSKtsD9RC1xwHpfWkSMN1Q-bpvBRUvqYISjGXdaUqSc&loadFrom=DocumentDeeplink&ts=791.679)):

I think people just get used to what they do and they do it well and they have a flow and they, you know, they don't wanna disrupt that. But I think, you know, part of growth as a professional is that you have to do the things that are hard. And so if you think about it, I mean, these Non-QM things are really cool because I call 'em things. But these Non-QM products are really cool because not only do you just get to do what you know already, but you're actually serving your customer in a deeper way when, when there's such an upsurge or a rising of the entrepreneur or the self-employed borrower, it's, those are the, that's the community that really needs the most help. And so when you can help them with their home loan and, and some of their investment properties, and you're kind of just expanding your scope, the opportunity is huge for you to retain that customer over and over and over again. So yeah.

Josh Pitts ([14:01](https://www.rev.com/transcript-editor/Edit?token=HHixvkDnFaIZpAbGhX4LatGBS5ayhTOluaznV6IwLFQtFXPk1E8CsgfbQog-w7yVtgswkXZeELqDGVsTe80fd-RYDcY&loadFrom=DocumentDeeplink&ts=841.98)):

And

Christy Mindell ([14:02](https://www.rev.com/transcript-editor/Edit?token=41wBGww3GiHNo5cquaYeqyjXMrLzDGvhK77jQPNEYAayojlWGhT7aMa8PpDWjTjTKGc281-tCez_p4tKvJRjSXG-Y2w&loadFrom=DocumentDeeplink&ts=842.14)):

Then to me, it's a no brainer, like

Josh Pitts ([14:03](https://www.rev.com/transcript-editor/Edit?token=j3Mqat8I8TR-4ymjmWy64rh3MMzvfDyCAIU0veucdHrYjvEcYYj3NUT2NTJmqvxx_ypt_XRc5hyoTP5R72LpQ8e1tS0&loadFrom=DocumentDeeplink&ts=843.89)):

Do it, it's a no brainer. And that's just that you mentioned something that I think is, is absolutely critical to this conversation is the education of our industry. We, we get so used to like, Hey, these are, this is what I really know. Somebody starts hearing Non-QM and like, ah, those are difficult loans. Like, ah, like I've gotta learn something else. It's like, no, like sure you absolutely do. But that's how we are. We're always changing. We're always evolving in this industry and you have to find ways again. Maybe you're like, well, I niche this. I don't even wanna go into it. Maybe cool. Maybe that's not for you, but if you're looking for like ways, how can I ultimately benefit my consumers? How can I benefit those that I serve? How can I benefit those that I'm helping achieve that dream of home ownership?

Josh Pitts ([14:40](https://www.rev.com/transcript-editor/Edit?token=A6IYGbT4pDtEvtlBvEuLsFpFUJuhShfIqiUt_CQwZj_BShNCudnK0kbrBLX9vYsF8qw2mi4wPKPOPWh7BYZ1Wel6-08&loadFrom=DocumentDeeplink&ts=880.43)):

Then this is for you. This is for everybody, you should be looking into this, whether or not you plan on serving these clients, you still should become educated. You still should learn about it because the last thing you wanna do, none of us are gonna turn away a deal right now. Like no, like, and if you're saying that you're lying to yourself, I literally was with LO's last, uh, last week. And everybody's like, no way I've taken any deal, any opportunity that comes my way, I'm gonna take advantage of it. So you have to become educated on this. So in that regard, Christy, I want you to talk about this real quick. When, when you're talking to brokers who are, are focused on Non-QM, what strategies are you seeing? What what's really working for for loan officers right now with Non-QM.

Christy Mindell ([15:15](https://www.rev.com/transcript-editor/Edit?token=dkGVfmq07a04Vj9UjM28EYOkmZ-GyKBw_zemGCYVuwrnLQaJ5xDGYK9Bos_xY6FbgOyHQJb1cgO1Xsjpmmgy7gCsd38&loadFrom=DocumentDeeplink&ts=915.7)):

Yeah, I see. You know, what I see is, um, it's interesting. I really think there's an opportunity for everybody to educate our referral sources, our referral partners and, and real estate agents do not have really much of a clue that this is here and this is a viable product. And so the smartest brokers are going out there talking about it. And it's not just, um, real estate agents. It's other referral sources as well. CPAs, there's so many different, um, ways to get business in the door. And it's just about talking and educating. So instead of being in a loan file, every two seconds, go out and meet a realtor or go to a shop and, and, uh, say hello and just talk about it, just represent and be excited about it and just show for those people that are kind of on the fence of whether they're gonna buy or not, or what they're gonna do. I mean, this is, these are programs that really are beneficial to them, um, for the long term and it's, and it's really a viable option. So I think education, the people that are able to educate really are crushing it because that's, that's what goes viral and that what gets that's what gets the word around.

Josh Pitts ([16:20](https://www.rev.com/transcript-editor/Edit?token=MOD5EnkBFxKwoCKi1_oFmng33kNYMO3qccEtDw5eQnokuL5Z_zb4KC5vESH1cAloWQziOWimXy1PHhi7GrPrzkd43mg&loadFrom=DocumentDeeplink&ts=980.88)):

I agree, KT, what are you seeing that, you know, across the country, what strategies, what implementation are you really seeing when it comes to, you know, mortgage professionals implementing Non-QM within their business?

KT Torres ([16:32](https://www.rev.com/transcript-editor/Edit?token=yOyxRPBS4mb6Kxo6wuQtHhtlpCmjwTs08ZERY_cRTv_13CHutBonURE2P1FPo_it75nqBiyCTgakTQro0IDTPG-L3j0&loadFrom=DocumentDeeplink&ts=992.41)):

So there's definitely been an element of realtor education. I actually make myself available to go and speak on behalf of certain clients, to their pools of realtors, to kind of help drive some of this. But beyond that, I'm seeing, you know, because I, I talk to people all over the country have reps from, you know, New York to Hawaii, and everybody has developed this a little bit differently in how that they're pairing up with different referral sources. So there are people that I'm seeing, um, again, talking about the community or a collaborative strategy, there's people I see who are, uh, doing a lot more cooperation where there's there's I get referrals from AEs that only do HELOCs, right? Or I get referrals from people who might perceive themselves as my competition, but now they're, they're sending loans this way to make sure that they're getting done.

KT Torres ([17:24](https://www.rev.com/transcript-editor/Edit?token=aQRFEFz2S_Xr7sUinY2LYw16U2rVIHMVquLtqO_Rbgz7RhlazGk_1_5i0t0ynTudb_ahjYFjB0GdAbWDPeyS2FLub34&loadFrom=DocumentDeeplink&ts=1044.98)):

And so it's more about collaboratively being part of the, the mission-driven lending, right. Serving the customer. And we're seeing yeah, because it is ultimately about the borrowers. Right. And, um, I'm also seeing some very innovative strategies of people pairing up with bankruptcy attorneys and divorce attorneys because our, uh, loans are able to be done one day out of BK, right? So we have some targeted marketing where people are really, um, picking up leads from refinancing people out of hard money. There's, there's a lot of different ways in which I am seeing, uh, this product apply. There's, there's so many people who have cash-based businesses or multiple gigs that they're stitching together, not working traditionally since COVID and these loans kind of again, fill that gap. And so, um, I think that when I'm talking with, uh, people who are, you know, transitioning away from maybe a little bit more of having the luxury of inbound leads, they're having to now hunker down and, and drive for business in different ways. And so it's, you know, I'm continually impressed by the broker community in how entrepreneurial and tenacious they can be. And, uh, it's wonderful to, to find out what's working in one market and then talk to somebody else in a different market, say, Hey, tap into this within your neighborhood. And, and let's see if it works here too. And so I really like sharing some of those strategies because ultimately we're tapping into, um, trillion dollar market of underserved borrowers.

Josh Pitts ([19:10](https://www.rev.com/transcript-editor/Edit?token=d5EPkU5dTOJDBoqW0r67nqwwMiU7ywHLJXb7zoYMHR2GM3GWsEYAomStmdXgB26Q-XJokTm94cVBS0_zgB0Xcbt_bds&loadFrom=DocumentDeeplink&ts=1150.48)):

Geez.

Christy Mindell ([19:11](https://www.rev.com/transcript-editor/Edit?token=HGTx7lFn7-oyR8BY7nT8xvIYEMdr-qZGT_IennmJ36EfjqZqFBoW_qG2Ec_wBdiWO4ST1PKt4xgRW1uqaWXfv4tLE50&loadFrom=DocumentDeeplink&ts=1151.04)):

And that's a really cool, Josh. That is a product that's super legit, so awesome. And it's probably, it's our flagship product and, and it's our Ally product. It's the CDFI, um, product that we, we are one of two lenders that could offer it. And it's, it creates a huge opportunity for all the loan officers out there and broker partners to, um, take advantage of that and really serve a community in different way.

Josh Pitts ([19:37](https://www.rev.com/transcript-editor/Edit?token=EfajYu1UCI8PWW7ZJ5WyUYaT-679djuln5TkmGVvYeDPoC7EmjKjGBIGdITzmRwkaENgEkB8-Vi3jD7egCMSoa36b24&loadFrom=DocumentDeeplink&ts=1177.18)):

This is one of those things where both of you have mentioned from realtors to partnering with CPAs, legal attorneys, and it's a trillion dollar opportunity. Like, whoa, like all of us are talking about, you know, the industry's coming down. Oh, you know, we're seeing opportunities go going away. And it's like, are you kidding me? Like, and I, I love that. We mentioned this. This is not for every, if you're an LO and you're like, Hey, I've got my niche. Hey, like, we're talking about niche break. Yeah. Stay there. But there are people out here who are listening today, who are gonna be like, Hey, you know what, like Kim, KT, you mentioned this, like, people are gonna be like, Hey, well, I'm gonna get educated on this because somebody's gonna come across. And one of their consumers, one of their borrowers gonna be like, well, I don't qualify for this vanilla.

Josh Pitts ([20:17](https://www.rev.com/transcript-editor/Edit?token=pstyX6OBiehbpc_rh3rQzs43JFazF7i-PYyAFlSvRAZrB7BBAskRTCpVynxvhy4Vjba8pX6WWecld8aDsvETbWoX-MA&loadFrom=DocumentDeeplink&ts=1217.52)):

I don't qualify for this. Conventional, do you have anything else? And they're gonna like, well, I don't, but Christy does. Or like, that's why you're PO, if you position yourselves like this, ladies and gentlemen, you get educated. If you start working with champions and again, Christy KT, this is one of the things there's not a, a plethora of like education that you have to go through. There's some things that you have to understand. Yes. But again, this goes back to everything. If you wanna become a master of your craft, you have to learn, you have to take the time. Mm-hmm <affirmative> you have be willing to put in the homework. Gary Vaynerchuktalks about it just as much as I like you have to, to be willing to put in the 50 hours, putting 50 hours. And how much is that going to pay this goal? It will pay you dividends. But right now is the time to do it. You have to be willing to be dedicated to say, you know what, I'm gonna spend the 20 to 25 to 50 hours. I'm gonna learn Non-QM. And then you're gonna go out and freaking crush it. Like you ladies have said a trillion dollars. Y'all you just throwing trillion dollars out the door. Nothing. You wanna do that. None. You wanna pass that up.

Christy Mindell ([21:08](https://www.rev.com/transcript-editor/Edit?token=-skXmXBbdXcsAgIB0VbRkqlLdC0XgU2HVvwbfUWH28snsAplML6nVVRPNL6d2WHKOJDPwIkxANg-ka819EqhPD0v5oE&loadFrom=DocumentDeeplink&ts=1268.97)):

It literally is. I mean, the product set. And when I was, when I was looking into it was really so cool that it it's, it's something that's so unique and such an outlier, I think is really the, um, most unique opportunity at, at champions. And what's really even cooler about that. I know we're probably gonna cover this later, but the way that we manufactures the whole process from start to finish, it's so frigging different than anywhere I've ever worked at before. It's so, um, refreshing to know that people are process refining over and over and over again, just to make the experience easy. And to assure that our, to our broker partners, that this does not have to be scary. This, we have support your support. You talk to our directors, uh, you talk to our underwriters directly. Um, it really is a partnership and it's really something that I'm really proud of to talk about because it really lives here. And it's really true. And so authenticity, this company is all about authentic and, and this KT is one of the most transparent people out there. And it's really a pleasure to work with her. And, and I know you vibe on that too, Josh. I mean, cuz that's what we create content around and yeah, this is a, this is a company and a product set that I think is gonna help, help everyone.

Josh Pitts ([22:24](https://www.rev.com/transcript-editor/Edit?token=PEsYj1fnxgr241EK8mOestzGk1m8Oza3KXDtrInKNsUY4mUcxnWCbm5orZWgfIW6Ag819ctdBs_MojdD_GoD_AsUCVg&loadFrom=DocumentDeeplink&ts=1344.109)):

This, this is why I'm so excited about it is because it is going to help our community. It is going to help us as originators. It's going to help those that we serve our, the end consumer. That's what I was so excited for when we first started chatting and we first started discussing, like, I was just like, this is one of those prior, this is one of those times within our industry where instead of looking at it as a downturn, instead of looking at like, oh, you know, times are hard. Find the, find the golden goose this and this is it. Like, this is one of those opportunities that you have to find the opportunity in the, in the down times in the down terms. Yeah. Anybody who is a KT, you mentioned this going through '07, '08. All of us who were in the industry, like we had to push through it.

Josh Pitts ([23:01](https://www.rev.com/transcript-editor/Edit?token=nvoO8j3sXp6737gCo5SKCnvpmlQEI8LgujlYV-MEm7Z3R3EywAqYHCtDJqjzQfwL69iah6I2plkVGJOQOizukkZqGcs&loadFrom=DocumentDeeplink&ts=1381.23)):

We all found opportunities to thrive. And like, and if you didn't, then you had to get out of the industry. Now is one of those times you have to make that decision. So right along with what you're saying, Christy, I wanna, as we start to wrap things up here, so we start to come to cuz this has been such one, one of those to me that if you were listening to this, both KT and Christy have given you multiple like actionable items, people that you can go start talking with from, from attorneys to your referral partners, your realtors that are just uneducated with how many realtors would be, be like, whoa, wait a second. I've got a couple borrowers that like that. I was trying to do their listing, but I told 'em they couldn't even qualify because they had a BK or had they had this or that. Boom, how valuable are you to them now? They're like, wait a minute. You just, you won me. Want another deal? Let's do this. Yeah. So let's as we start there, like I said, let's start to wrap this up. I have to know, because again, you both come from these incredible backgrounds. I wanna know why Champions KT, why Champions, why now? Like, well have all the opportunity that's out there. Why Champions?

KT Torres ([23:58](https://www.rev.com/transcript-editor/Edit?token=-TTMXlmzXkCEZwG1BjfXbydV2P7UOP_IMrO1wfB0nRFB7imPVHe2uk9WCqAKMaoee0rxKiYZYd590Zc57Hh7oOER-Is&loadFrom=DocumentDeeplink&ts=1438.78)):

That's a very easy question for me to answer. So, um, I have had lots of success working for Evan in the past. Uh, when he approached me with this and said, Hey, let's do it. I couldn't think of anybody that I would rather, you know, jump into a foxhole with during a time where we're trying to take people from survival mode and saving their pipelines into thriving mode and helping people adapt. Right. And I know that that's very similar to what we did before, when we were doing low FICO government loans. And I know how passionate and committed and talented he is. I know that I'm working with the best of the best in terms of Natalie and what has been designed in terms of process flow. Uh, when Evan asked me, you know, boy wanted for marketing, I had one name I basical, Aw. I basically feel like at Champions, we've created an all-star team and we're delivering service that is worthy of our community. And I can be really proud and stand behind the offering, not just from a product standpoint, but also from a process standpoint, from a cultural standpoint. And just beyond that, it feels really good to not be, you know, the 70th person approaching a customer, selling vanilla ice cream when I've got cotton candy. Right. <laugh> so it's

Josh Pitts ([25:32](https://www.rev.com/transcript-editor/Edit?token=PPhZoFMkdIttpJGaJ3ak5HVK4lyvOsFWlvo3am15xTbRPgYHcj_T-bJF7ePuDYVdiVwzCIrs8W_Mek7XkGmUq1r6JM4&loadFrom=DocumentDeeplink&ts=1532.35)):

That I, you know, you mentioned something right there, KT, that is for me, one of those absolutely like differentiating or like you said, you're, you're not just another ice cream shop serving vanilla, but it's teamwork. You guys have an incredible team of Champions. Mm-hmm <affirmative> we, we discussed this with Patty last month. We we've talked about this with Evan. And for those we've mentioned Evan a couple times. So Evan Stone, the CEO of Champions Funding, he is one, he's building a team. He's bringing people together in ways that we haven't seen, like in this, this industry has been in a lot of, there's been a lot of busyness the last few years. We've all, you know, had a lot of success, but Evan is bringing in this team that is absolutely like bar none. It's absolutely. It's amazing to watch. So Christy, I'm gonna go. Same question as we wrap this up, I, again, I know passion lies it. The surface with you. Yes. So yes. Why, why Champions?

Christy Mindell ([26:20](https://www.rev.com/transcript-editor/Edit?token=hTmeQUZKb3JvEddVrAxJa-fA3p09bJr0MOmewU8p8lFz0_cV3ixA6BBA27cX7wJC4ZmIAFMLXL5L_f2OPKZCsnzxYXo&loadFrom=DocumentDeeplink&ts=1580.95)):

Yeah. Champions. I mean, I, I made the switch. I made the hop because I, I wanted, I took a little bit of a risk jumping into the Non-QM space, but I'm glad I did because what I found on the other side is really something beautiful that we're growing here. So when I say why Champions, I talk to our account executives, all happy. I talk to our underwriting staff, all happy. I talk to everybody. Everyone's happy. Brokers are happy. They send us floods of emails saying, oh my gosh, I'm sending all my deals to you kind of thing. And so it's the energy and the spirit in which we're doing it at Champions is really what, what drives me to do my best marketing work with my team of amazing marketers to get the word out there because it's really true. Authenticity is huge for me. And this is it.

Josh Pitts ([27:07](https://www.rev.com/transcript-editor/Edit?token=iEtBcp88THfoMCHGVMKSqKPGTKPQEPPixXCr0PedAR3MjYxMGAMbhINdZBad8FJ0OD2cguCMpaaolN7WKLfKYYWdCKo&loadFrom=DocumentDeeplink&ts=1627.67)):

It, it is very authentic, very genuine, very like, again, it feels like family it's community. Yeah. That's what this that's what this industry's been built on. And I feel like we've ha we've almost gotten away from that because we have been so busy over the last couple of years. Yeah. And it's such a breath of fresh air when you see companies like Champions truly like coming back and bringing that full circle again, it's like, Hey, we are a community. Yes. Things may be difficult. But having a partner like Champions that can actually like, Hey, where are the opportunities at? Where can we find these new? Where can we find this trillion dollar opportunity? And it's right there in front of us and they're, and you you're the one saying it let's go, let's go take it together, hand in hand. We can go do this. And let's absolutely dominate the market

Christy Mindell ([27:45](https://www.rev.com/transcript-editor/Edit?token=ddDO5hcTzV5sjnFNuU_VcDm3d_kYRq8kJVV9DJQBro9tL1GqtvYavGDjFyZJhpJ3IMB3vD4GfbChvRUlgtPo2izreVQ&loadFrom=DocumentDeeplink&ts=1665.77)):

Messages messages here. Right? We are here to help you.

Josh Pitts ([27:49](https://www.rev.com/transcript-editor/Edit?token=Z7CcBKVN57fsRPOxB2N_DWn4pdFlVAY1kSUwy84G32g-59f-PlCLeCKWrjb58ko6KoSevjw6n-L3lllAgwAuaMjV9Ik&loadFrom=DocumentDeeplink&ts=1669.13)):

<laugh> that's exact, these ladies are here. The, the entire team atCchampions, they want to help. That's why we're doing this. That's why we share we're sharing this episode, why we're having this discussion <laugh> and we're just starting to touch the tip of the iceberg. Ladies and gentlemen, you really wanna get after, reach out to Christy, reach out to KT, reach out to, to the incredible team of Champions and let them help you, let them guide you. So you can ultimately provide that value to your customer, to your consumer, KT Christy. This has been absolutely amazing. This has been so much fun. And like I said, this is just the beginning of it all. So thank you so much, Isaac. Thank you so much for all the comments, Isaac. Great show. Thank you. Thank you. Thank you, Isaac. For tuning in it was an incredible episode. Ladies. You have been absolutely brilliant and I cannot thank both of you enough for joining us today.

Christy Mindell ([28:30](https://www.rev.com/transcript-editor/Edit?token=88HpVMPocEX5zHafitXZuTK0umzOcBC6GSnAOphvtsrh2WuxvtzovHoFMG2HdLJGAVSAKxG55zFardUl4zG5GA9vZrc&loadFrom=DocumentDeeplink&ts=1710.359)):

Thank you. You're awesome. Josh, as always, you're the best,

Josh Pitts ([28:33](https://www.rev.com/transcript-editor/Edit?token=7M31OHo2b3QO8GC-uj-WKHPVhP5polP5oIDmsppF-oh4bxT5aD3ltHettpiOCOq2pWmnSnRjVSIJqFTtUwPlgpl4RzU&loadFrom=DocumentDeeplink&ts=1713.75)):

Ah, you know, we have fun here, ladies and gentlemen. I know you have got something absolutely amazing outta this episode. Cause I know I did. You have to take advantage of the opportunities that are right before you stop getting down on yourself. Stop worrying about it. You just have to go after it. Now is the time. If you wanna differentiate yourself, you have to reach out to the team right now and let them know, say, Hey, I I'm, I'm willing to dedicate myself. As I always mentioned, you have to be willing to put in the effort. You have to be willing to put in the work. It's not gonna fall into your lap, but they just laid it out for you. It's right here. It's yours for the taking. Be a champion. Get after it with that, ladies and gentlemen as always. We appreciate you. We love ya. Now. It's time for all of you to go shred, go show up hustle. Repeat every day, See you.