



Why It's Always A Good Time To Buy Mortgage Leads (If You Know Where Demand is Moving)

Description

By James Schulze

This article discusses how the demand for mortgage-related products merely shifts and does not disappear when market conditions change. It also offers insights on how mortgage leads can be highly valuable and necessary in any market condition, encouraging mortgage companies to follow demand trends rather than news headlines when buying leads.

One of the biggest misconceptions in the mortgage industry is that there are "good" markets and "bad" markets for buying mortgage leads. In reality, there are only changing markets. Looking at the U.S. [Census Bureau](#) data from the last 20 years, the high water mark for new home sales was 2005 with just over 7 million homes sold. The low point was 2024-25 with sales of approximately 4 million homes. Countering these numbers is home value. The median home price in 2005 was \$219,000, but in 2024-25, the median home price increased to \$414,400. The 2005 market was great due to pure sales volume; the 2024-25 market was also great due to homeowners tapping into record-breaking home equity with HELOCs without losing their low mortgage rates (for more information on the mortgage industry outlook, read our [blog](#) "2026 Mortgage Industry Outlook").

Mortgage demand doesn't disappear when interest rates rise or home sales slow. It simply shifts. The lenders and brokers that understand where consumer demand is moving are often the ones that continue growing while others pull back.

Mortgage demand never goes to zero

As a starting point, people don't stop needing mortgages because rates change. Every day, consumers:

- Buy their first home

- Move for a new job
- Relocate to another state
- Get married
- Get divorced
- Inherit property
- Retire
- Build new homes
- Purchase investment properties

Life doesn't pause because mortgage rates move a percentage point higher or lower. The opportunity is always there. The products consumers need simply evolve from new mortgages, to refinancing, to cash-outs, to HELOCs. Mortgage leads can work for all of these opportunities.

When rates fall, refinance activity returns

Lower interest rates typically increase refinance volume. Consumers look to:

- Lower monthly payments
- Shorten loan terms
- Consolidate debt
- Access home equity
- Eliminate mortgage insurance

As refinance demand grows, competition for qualified mortgage leads usually increases as well. Many lenders wait until rates fall before increasing their marketing budgets. The mistake in this practice is thinking mortgage leads won't work. They will work, but closing will often be a matter of scripting and what to sell the consumer.

When rates rise, purchase leads become more valuable

Higher rates don't eliminate buyers. It makes it harder to find buyers, thus making the need for mortgage leads stronger than ever. Instead, the market shifts toward consumers who must move regardless of financing conditions. These include:

- Families relocating
- Military personnel
- Job transfers
- Growing families
- Downsizing retirees
- First-time home buyers entering the market

These consumers still need financing, making purchase mortgage leads an important source of business during slower refinance cycles.

Government loan programs continue to generate demand

Mortgage activity isn't limited to conventional loans. Demand remains steady across programs such as:

- FHA loans
- VA loans
- USDA loans
- Jumbo financing
- Reverse mortgages
- Home equity products

Each serves a different segment of the market, helping diversify lead opportunities throughout changing economic conditions. Mortgage leads can be sorted by all of these different loan types, so understanding what is moving the market can guide which leads to buy.

Homeowners continue building equity

Over the past several years, many homeowners have accumulated significant equity. Even if refinancing slows, consumers continue exploring:

- Home equity loans
- HELOCs
- Cash-out refinancing
- Renovation refinancing

For lenders offering multiple mortgage products, these borrowers represent valuable opportunities beyond traditional purchase loans. As noted, the current home value is over \$400,000, an all-time high. Interest rates in mid-2026 are also stubbornly high. It is an ideal time to market HELOCs, and buying the right mortgage lead can unlock this consumer base for the astute mortgage company.

Successful lead buyers follow the market

High performing mortgage companies don't simply buy the same lead mix every year. They adjust. They buy FHA mortgage leads, VA mortgage leads, HELOC mortgage leads, and more. During one cycle, refinance mortgage leads may produce the strongest returns. During another, purchase mortgage leads or home equity products may outperform. The companies that monitor consumer demand and adapt their lead buying strategy often maintain more consistent loan volume than those waiting for ideal market conditions (for more information on the different types of mortgage leads available, read our [blog](#), "Mortgage Leads Explained: Types, Intent, And How Mortgage Companies Buy Leads In 2026").

And as the market changes, mortgage companies that want to take advantage of the shifting market continually update their scripts to match the product they are marketing. Sales managers must train the sales floor on the new scripting, and new rebuttals must be tested and optimized.

Don't let headlines drive your marketing

Housing headlines often create the impression that mortgage lending stops when rates rise. That rarely reflects reality. National trends don't always match local markets. Some regions continue experiencing population growth, new construction, and strong purchase activity even while other markets slow.

Mortgage lead buyers who rely solely on news headlines risk missing profitable opportunities. Mortgage companies that track trends and reactivate aged mortgage leads with drip campaigns can find clients reentering the market or introduce new products to clients not currently in the market.

It is critical to match cadence, deliverability, and scripting to the market shifts. It takes more than one text blast. A series is required. As mortgage markets shift, carrier deliverability rules change. Companies should ensure their A2P and 10DLC registrations are up to date for each campaign. And, they should A/B test scripting for consumer response.

Conclusion

There has never been a market where consumers completely stopped needing mortgage financing. Interest rates, housing inventory, and economic conditions may influence which products are in demand, but they don't eliminate demand itself. The most successful mortgage lead buyers understand that every market creates opportunity. Instead of asking whether now is a good time to buy mortgage leads, they ask better questions: Where is consumer demand moving next? What is the right mortgage lead to take care of the demand? Companies who answer those questions correctly are often the ones that continue growing, regardless of the interest rate environment. Are you ready to talk about how you can grow your mortgage sales pipeline?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health, life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

Connect with James Schulze on LinkedIn:
<https://www.linkedin.com/in/james-l-schulze>

Read additional market analysis and commentary from James Schulze on Substack:
<https://jameslschulze.substack.com>

If you would like more information on how you can grow your [mortgage](#) sales, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at <http://theleadswarehouse.com>.

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Author

jimtlw-media