

Chad Smith

President and Chief Operating Officer of Better

A seasoned veteran in the direct-to-consumer mortgage industry, Chad holds over 20 years of experience building lead routing strategies and partnerships for distributed retail, recapture, and MSR ownership. Prior to Better, Chad served as the Chief Executive Officer of Mission Loans, a customer and partner-centric mortgage company. He has held leadership roles at lenders including Executive Vice President of Consumer Direct and Portfolio Retention at Caliber Home Loans, a full-service national mortgage originator, President of Direct Lending at loanDepot, one of the nation's largest non-bank retail mortgage lenders, and Senior Vice President of Production at LendingTree Loans. LendingTree Loans was eventually acquired by Discover Home Loans, where Chad oversaw mortgage production for Discover's entrance into the mortgage business.

