



## Movement Mortgage

# A shared philosophy of continuous improvement

Movement Mortgage has found an approach that keeps them ahead of the game: continuous improvement. They're not afraid to challenge conventional wisdom, and over seven years ago, when John Third, Chief Innovation Officer, and his team were ready to transform the mortgage process, they embarked on a partnership with Blend to deliver the best for their customers and their teams.

## Movement Mortgage

### Headquarters

South Carolina

### LOS

FISERV

“It was time for mortgage to catch up with the rest of the industry. That’s why we partner with folks like Blend, who have a technology mindset and want to take us to the next level.” Over the course of their prolific partnership, the Movement Mortgage team has been eager to integrate the latest Blend products into their processes — continuously making incremental improvements to their efficiency and customer experience.

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— **John Third**  
*Chief Innovation Officer*

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## The key to success

Continuous improvement isn't change for the sake of change — it's adding value to the way you operate, and in turn, adding value for your customers. Institutions that excel at this practice know that constant innovation, proactively serving customers, and engaging employees in knowledge sharing are critical to unlocking unlimited potential. Collective knowledge streamlines company processes and drives efficiency, quality, and consistency that customers can benefit from. But what makes Blend a good partner?

For Third, it's all about Blend being accessible and attentive. Whether it's presenting new products or explaining new product features, Blend readily takes the team's input and goals into account. "They're always open to listening to the end-user and making the tweaks and updates to fit the process better. It's been over seven years now, and I think the partnership's actually gotten better over the years."

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## Giving LOs the tools they need to succeed

Loan officers at Movement Mortgage are reaping the benefits of this partnership. "Speed and efficiency are the two biggest things we hear about," noted Third. "People didn't realize how

quickly they could get through a pre-approval compared to how clunky an LOS is.”

In addition to managing the loan process and serving as borrowers’ primary contact, loan officers provide significant impact by delivering exceptional experiences that drive customer loyalty. Loan officers should have access to tools that simplify their workflows and give them the time they need to serve their customers more efficiently — and they’re seeing both come to fruition with Blend.

“Once they get the opportunity to see the new functionality and how it makes their lives easier – and is ultimately better for the consumer as well – I think that’s the key,” said Third.

But Third doesn’t plan on stopping there, with plans to adopt additional features that will free up even more time to spend on cultivating relationships and closing more loans. “I’m really excited about the roadmap that we have with Blend and all the items that we’re going to add, additional functionality that loan officers don’t even have access to today in the loan origination system (LOS).”

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*Chief Innovation Officer*

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## **Working toward the new frontier of digital mortgage experiences**

In an industry that has been undergoing dramatic, rapid change, the Movement Mortgage-Blend partnership has remained steadfast. The partnership was built on a solid foundation and a shared vision for the value of transformation.

The teams have worked together to define and refine Movement's priorities for their process. Their priorities — providing excellent customer service and supporting their loan teams — are not static or linear. They are a starting point for continuous improvement.

From reimagining the mortgage application process to getting LOs out of the LOS, both Movement Mortgage and Blend know that improving the efficiency and value of their product and service offerings is the key to creating sustainable systems of excellence.

## **About Blend**

Blend is the infrastructure powering the future of banking. Financial providers — from large banks, fintechs, and credit unions to community and independent mortgage banks — use Blend's platform to transform banking experiences for their customers. Blend powers billions of financial transactions every day. To learn more, visit [blend.com](https://blend.com)