



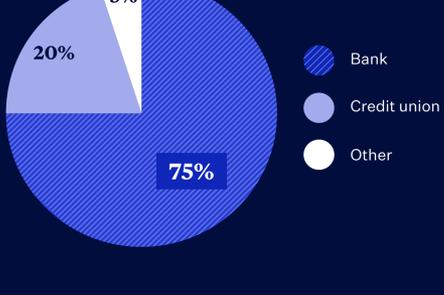
A lender perspective on reframing the homeownership journey

Consumers face numerous obstacles in the homeownership journey, from a lack of education to an inability to centrally coordinate all the necessary activities. They want an easier, less stressful, and cheaper way to purchase homes. To find out if lenders could help them manage the stress and costs involved, Blend commissioned a study, conducted by Aite Group, to examine consumer interest in a more streamlined homeownership journey.

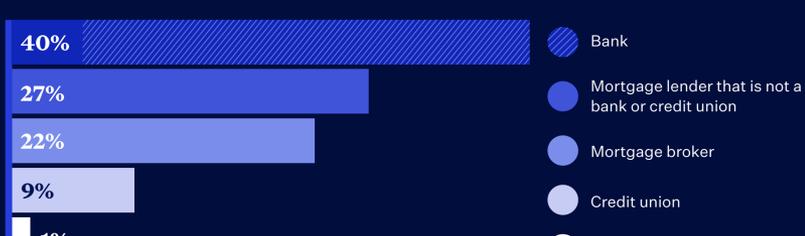
Consumers start with their primary financial services firm, but quickly stray

More than eight in 10 respondents indicated that they initially looked to their primary financial service provider when beginning to explore their financing options for purchasing a home. However, only about half of survey respondents ultimately went with their local bank or credit union.

Primary financial institution



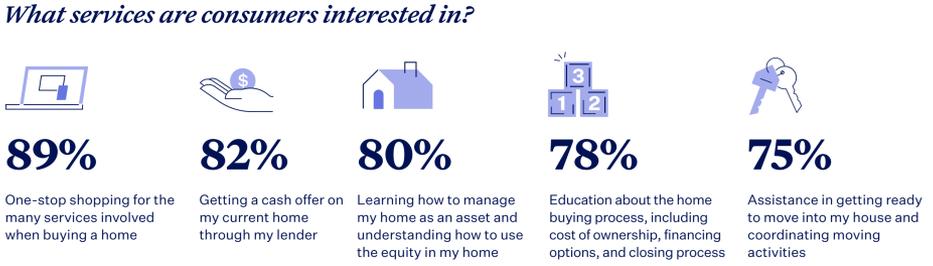
Which type of company did you work with to get your mortgage?



What if lenders played a more central role in the homeownership process?

Eighty-nine percent of consumers signaled interest in using a complete end-to-end homeownership solution if it were offered by a lender.

What services are consumers interested in?



Consumers want to know more

Consumers want a service that offers:

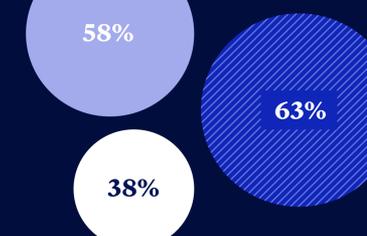


Consumers want a single place to manage everything

Consumers want a service that offers:



Consumers want a cash offer

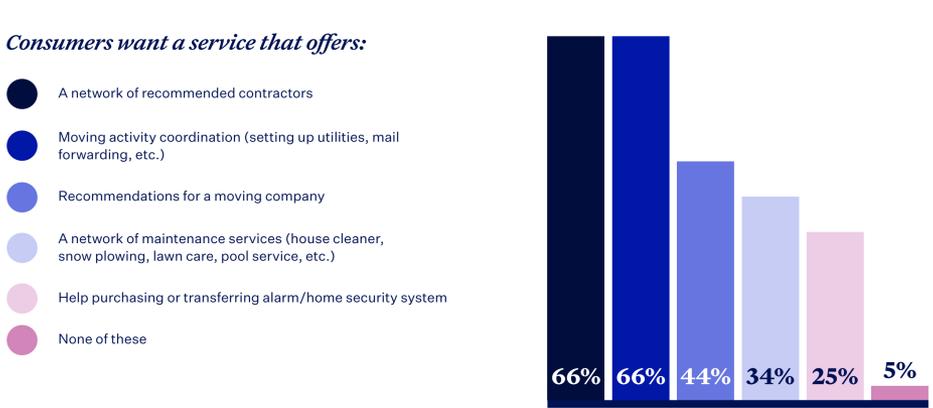


Consumers want a service that offers:



Consumers want help during the move in process

Consumers want a service that offers:

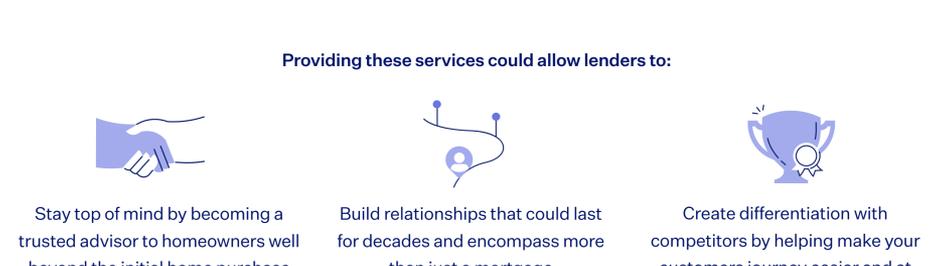


Consumers want guidance investing in their home

Consumers want a service that offers:



Providing these services could allow lenders to:



Start a conversation with Blend today →