

Redefining the customer experience in mortgage lending

Three ways to cement your digital strategy

The U.S. mortgage industry is transforming thanks to digital disruptor direct-to-consumer lenders. There is an opportunity to leverage your unique strengths as a traditional lender — while incorporating the digital experiences that borrowers want.

A changing landscape

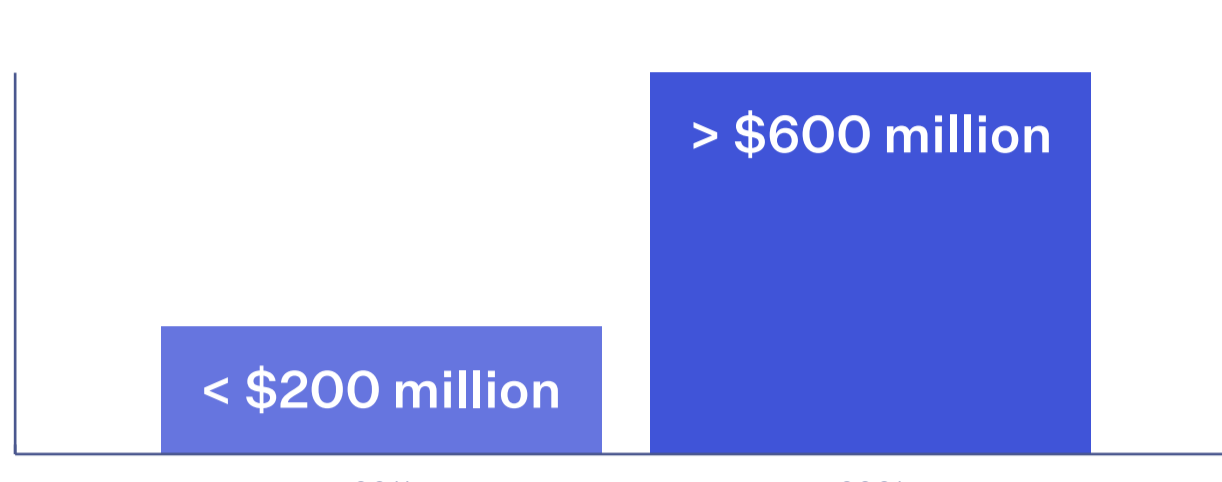
Digital disruptors are delivering the experiences consumers expect — and a new generation of digitally native, tech-savvy borrowers are switching lenders to get them.

What's behind the shift?

Online lenders are leveraging customer insights and cutting-edge technologies to deliver seamless experiences while also targeting consumers when they are researching mortgage options online.

Consequently, online lenders have seen their market share grow, while traditional lenders have seen their market share decline.

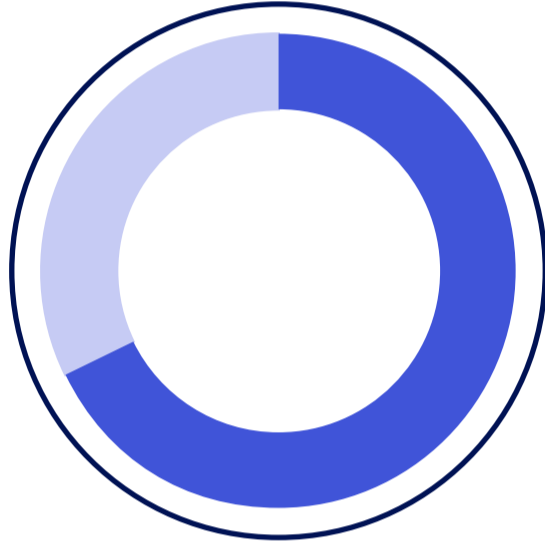
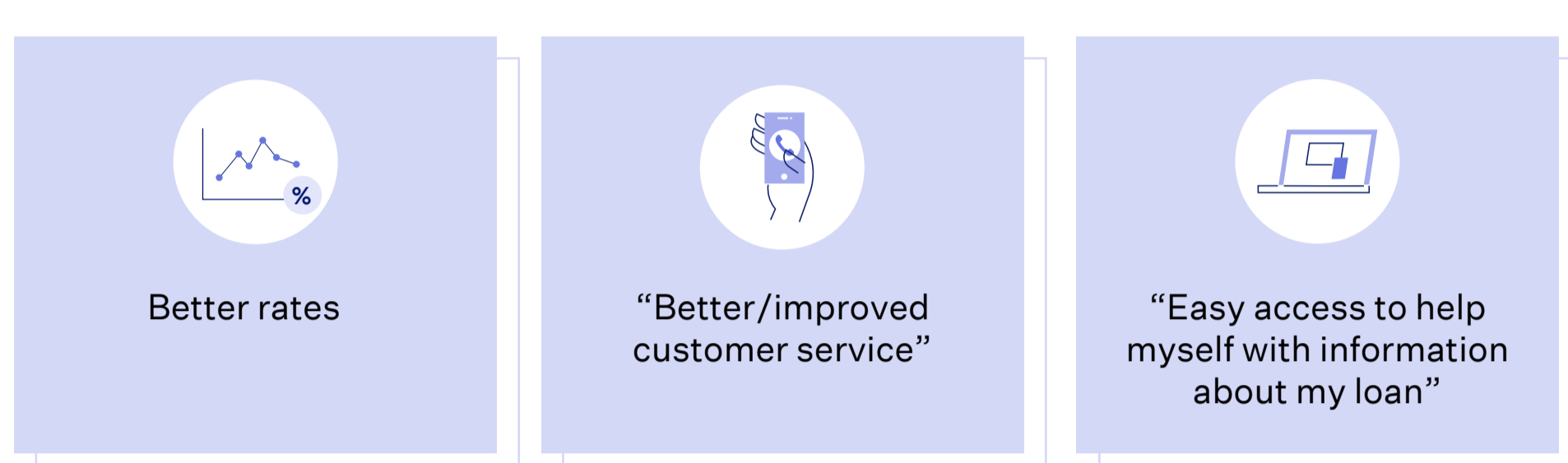
Online lenders market size



Source: IBISWorld 2021

What customers want

Top reasons customers switch lenders¹:



68%

ServiceLink survey respondents whose perception of the homebuying process was improved by technology.²

Respondents said the biggest benefits were convenience/ease of use and time savings.

Consumers are increasingly choosing online lenders for their mortgages. Blend’s unified Digital Lending Platform can propel you to deliver the superior experiences customers demand in the digital age.

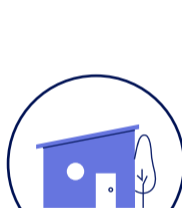
Bridging the gap: A three-pronged approach to cementing your digital strategy

1

Develop a long-term vision with the right partner

Blend’s digital mortgage solution, coupled with our depth of experience, make us a partner that can help you form a winning, long-term strategy.

Build a long-term partnership



Rely on our domain expertise.

Enjoy an enterprise level of support and guidance.

Invest in additional solutions with a potential Blend Mortgage ROI of \$827 per loan.³

Customize experiences and processes to meet changing expectations and demands.

2

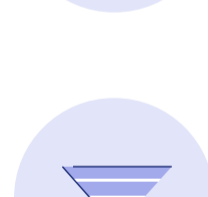
Invest in digital marketing

Leverage data to identify, segment, target, and communicate with potential borrowers — and grow your customer base.

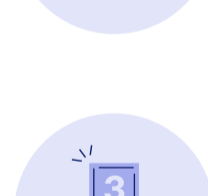
Build relationships with those likely to borrow



Optimize resources to convert prospects to customers.



Fill your funnel more safely and efficiently.



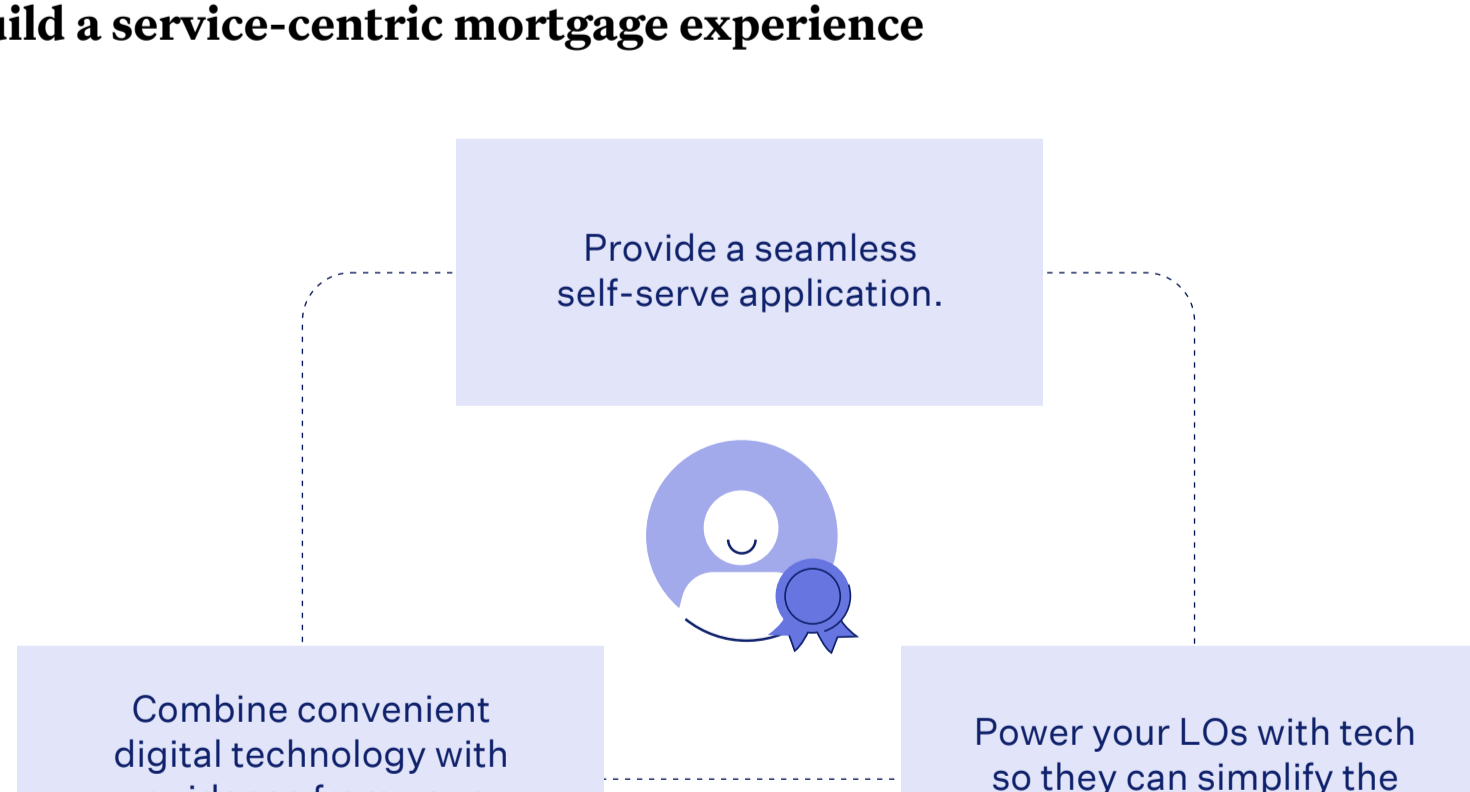
Simplify and streamline your process.

3

Make your customer experience a differentiator

Don't compromise your margins. Win customers with a seamless experience supported by your team of experts.

Build a service-centric mortgage experience



Digital engagement is the foundation for mortgage lending’s future — but it’s not the only factor. Customer service is your competitive advantage; we can help you capitalize on it.

Build a partnership with Blend to fuel your non-depository institution’s long-term vision and modernize your mortgage lending experience to succeed well into the future.

Find more details in our ebook: Redefining the customer experience in mortgage lending.

[Read the full ebook](#)

Sources

1. J.D. Power 2021

2. HousingWire 2021

3. According to a Blend-commissioned MarketWise survey of Blend customers
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