

# How Blend supports consumers through the end-to-end mortgage journey

**Blend's solutions give consumers more transparency and consistency.**

By transferring key workflows to one unified platform — with a corresponding mobile app — loan teams can save time and build stronger relationships.

## Less hassle

In one accessible portal, consumers can:



Compare rates and access various loan scenarios



Complete mortgage and home equity applications



E-sign documents and participate in fully digital closings



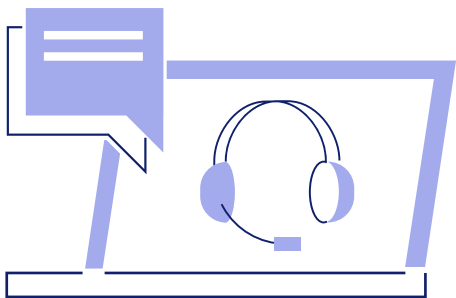
Connect to their financial accounts

**“ Fifty-five percent of home buyers start their mortgage financing search online, and it is very important for lenders to present a consistent experience throughout the loan application process. ”**

– Development Manager, Fintech

**“ There is a lot less confusion around “what do I do for my closing” because the borrowers have interacted with the Blend portal the entire time. Now they’re just going there to sign the closing documents. It’s very self-explanatory to the borrower. ”**

– Andrew McElroy, Senior Vice President, American Federal Mortgage



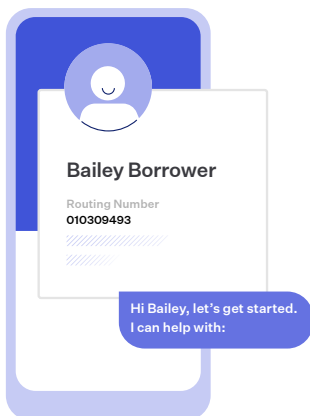
## More support

Improved customer service is a top reason consumers want to switch lenders.<sup>2</sup>



## Digital self-service channels are critical.

When mortgage customers have to visit more than two web pages to find desired information, overall satisfaction drops 55 points.<sup>1</sup>



Borrowers can communicate with their loan officers directly through the Blend platform, getting guidance and answers at any time of day.

**“Blend makes it so easy to close online quickly and efficiently.”**

– Rebecca Elliott, VP Mortgage Loan Manager, Republic Bank



Learn more about how you can delight customers with an end-to-end digital experience.

[Mortgage Suite](#)

[Blend Close](#)

#### Sources

1. [J.D. Power, 2021](#)
2. [Ibid](#)