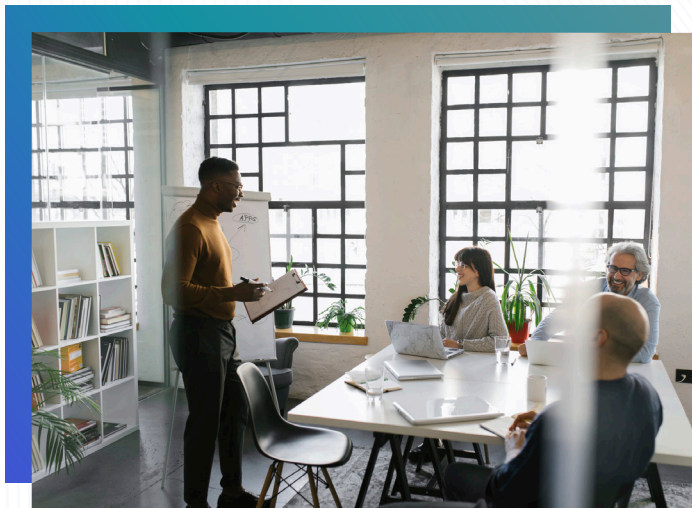




How LOs use Blend to drive long-term value

Blend frees up LOs to take on work that strengthens their customer connections.



Loan officers (LOs) are essential to delivering positive customer experiences that drive repeat business. They're the faces customers know best, the names they recognize in their inbox, and the most accessible touchpoints for questions and concerns.

However, without the right tools to support them, LOs can end up spending more time inputting data than deepening relationships. That's why Blend has developed a range of solutions that cater to LOs' unique needs.

Get ahead with Blend



Save time



Reduce stress



Build stronger relationships



Close more loans

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Blend takes a person who's been in the business for one year and gives them the power of someone who's been in the business for over a decade.

A.J. SWOPE, EVP OF SECONDARY MARKETING, PRMI

Minimize manual work

The average LO workflow is full of manual tasks that can be both tedious and time-consuming.



Organizing documents



Sourcing signatures



Sending follow-up emails

Blend's automated emails and scheduled reminders help shorten LOs' to-do lists, leaving them with more energy and attention to check in with borrowers.

Communication matters

Customers with the highest overall satisfaction receive 3-4 proactive communications from their lender each year.*

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Prior to Blend, LOs would take applications over the phone...Now, with Blend, because the online application is so easy and intuitive for the borrower to use, LOs still are able to have that phone call with the borrower but that time is spent getting to know the borrower more.

SONYA BARCOMB, VICE PRESIDENT OF ORIGINATING PLATFORM, CROSSCOUNTRY MORTGAGE

Enhance the customer experience

Delivering a superior customer experience starts with educating and uplifting customers during the loan process. Blend helps lending teams provide more transparency, autonomy, and flexibility to customers.

- Intuitive online application helps borrowers save time
- Accessible interface gives borrowers more visibility into their loan status
- Organized chats streamline communication with LOs

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As a lender, it's really important for us to be consistent in the member service experience. With Blend, if members are overseas they can still access their loan information. They can see what's going on with the loan status, if it's pre-approved or approved, and if it's ready to close. I think they're getting a sense of ownership over the process.

PRABHA KC, LO, NAVY FEDERAL CREDIT UNION

Supercharge efficiency with one unified platform

Migrating the LO workflow to one unified platform helps expedite loan applications, facilitate approvals, and reduce dependency on loan origination systems, allowing LOs to work more efficiently. Instead of relying on multiple tools and countless digital folders to organize data and correspondences, LOs can access the information they need in one central location.

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With Blend, there's one system from beginning to end.

TARA RYAN, SENIOR LO, FAIRWAY INDEPENDENT MORTGAGE COMPANY

Behind better rates, the #2 and #3 reasons customers want to switch lenders are **improved customer service** and an **easier way to access information about their loans.***



Transform your LOs into trusted advisors

Blend makes it easier for LOs to become trusted advisors. With a single digital system that streamlines their workflow, LOs can ramp up efficiency, close more loans with less hassle, and build customer relationships that last.



Curious to learn more? Find out how Blend's solutions for LOs can improve your organization.

[Mortgage Suite](#)

[Loan Officer Toolkit](#)

[Loan Officer Mobile App](#)

Source: J.D. Power 2020 U.S. Primary Mortgage Servicer Satisfaction Study