

Power the winning trio with mortgage tech

Stand out from the competition by mastering the loan officer, borrower, and real estate agent relationship



Table of contents

00

Introduction

01

The LO-borrower-agent relationship

02

Build relationships at every step

03

Strong relationships prosper in any market

Introduction

While it may not seem like it at first glance, there is a delicate and interconnected relationship that exists between loan officers, real estate agents, and borrowers.

The loan officer and real estate agent partnership is key to building a valuable relationship with the borrower. Success with the borrower, in turn, fuels the relationship between real estate agent and loan officer.

Nurturing harmony between this trio is an often overlooked way to increase your volume, gain leads, and drive precious referral business.

Keep reading to see how the *right* mortgage technology stack can be the secret glue keeping your LOs, agent partners, and customers working as one.



The LO-borrower-agent relationship

The driving force behind an agent's choice to partner with one LO over another is how well they can carry out their promises for the borrower. Many consumers want the ease of use and efficiency of a high-tech digital platform coupled with the experience and personalized guidance of a seasoned LO. And that all boils down to the tech that you implement.

The right technology will help you:

Establish trust and transparency with tools that help you collaborate with borrowers and personalize their experience.

Empower agents to take control of their experience with features that help them stay in the know.

One of the simplest ways LOs can develop their relationships is by utilizing the tech available to them. With their tech, they can create more time to spend on borrowers and agents and establish trust and rapport with a smooth and efficient mortgage experience.



Build relationships at every step



Gain leads by standing out from the competition

Attract borrowers and agents with features that can make the homebuying journey easier. Tools that do this while also establishing rapport and trust empower all three stakeholders with upfront information to help prepare for the mortgage journey ahead.

Purchase affordability features like soft credit qualification and loan scenario simulators impact borrower experience before they even fill out a formal application and can even help give you an advantage in challenging markets when borrowers are on longer buyer journeys. Making a good impression as early as possible in the loan process can make you more attractive to agents who have such clients.

So how can your tech capabilities help strengthen the LO, borrower, and agent relationship?





Keep borrowers engaged with a human touch

Technology can help provide and maintain an open line of communication with both your borrowers and agents throughout the loan process. Tailor your communication efforts to the borrower's comfort level with technology, and stay in contact with them and their agents throughout the mortgage process on their terms. Automated follow-ups may be enough for both parties but others may want a little more detail — send additional messages through

your platform to ensure they receive personal check-ins and encouragement.

While there's no one solution for communicating with all parties involved in the process, it's imperative to have multiple ways to communicate and engage to connect quickly and easily. The Mortgage Suite's automatic SMS notifications and real-time status updates help to accomplish this. And having these means of communication all in one platform in which all parties can communicate can help to decrease response time, eliminate any confusion, and stay organized.



Deliver a better experience, faster

The tech you incorporate into your mortgage process can make all the difference when it comes time to deliver on your promises. Had a closing day deadline? Speed up the loan lifecycle with automation that can help save time on any repetitive, menial tasks. Need to help borrowers while they're filling out an application? Blend's co-pilot feature can help loan officers provide remote, real-time assistance at any point during the application process.

“We have this mutually beneficial platform that benefits the borrowers because it gives them the ability to self-service and then the loan officer in turn benefits because they’re getting a more complete, robust application and **they have more time to really focus on coaching the borrowers** and counseling them on what’s going to be the best product for them.”

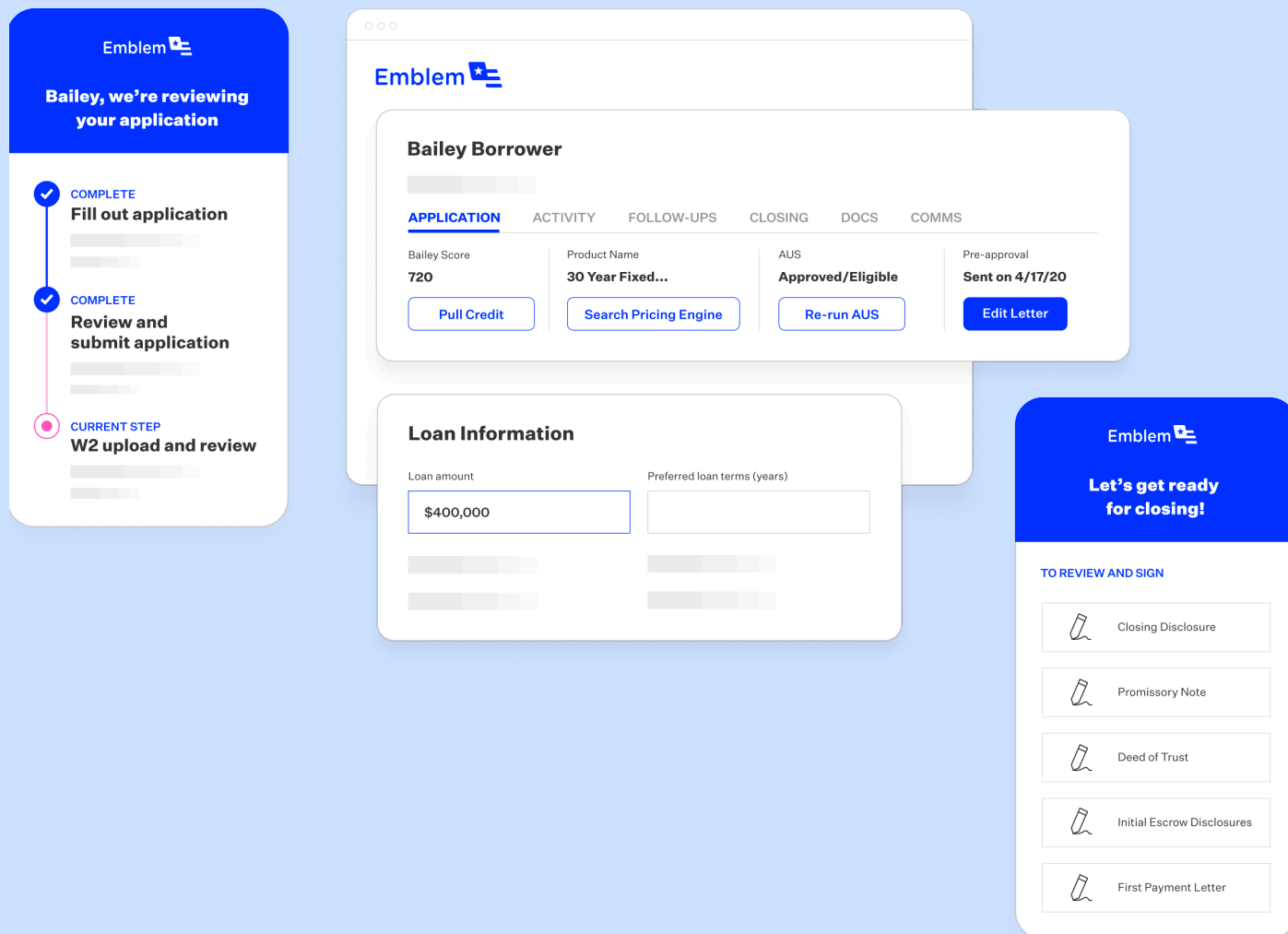
Strong relationships prosper in any market



An intelligent, intuitive, and dynamic mortgage origination platform helps fuel the winning trio that is the LO, borrower, and agent relationship. The more value LOs provide through high-tech and personalized experiences, the more satisfied the borrower, and the more trusting the agent. Fulfilling each of their needs and carrying out their goals gives agents a reason to keep giving you leads, for

borrowers to keep coming back, and for both to refer you to other potential prospects. Ensuring this mutually-beneficial relationship continues to flourish is key to each of your success. Building these relationships relies not only on having the right mortgage tech but using it to its full potential. It's one thing to adopt a digital mortgage platform — it's another thing entirely to put it to good use.

While you can't control the ever-changing mortgage industry, you can continue to develop your relationships by providing a loan experience that goes above and beyond expectations regardless of market conditions.



About Blend's Mortgage Suite

Blend's Mortgage Suite allows lenders to scale loan volume with intuitive user experiences, data-driven automation, and powerful tools designed to boost efficiency. The seamless lending experiences provide an exceptional customer experience across digital, phone, and branch channels.

By automating and eliminating many of the manual steps that delay approvals and timely closings, Blend's Mortgage Suite shortens loan cycle times, freeing lenders to focus more of their time on finding new customers and serving as trusted advisors.

