blend

Elevating the home equity experience

Enable rapid results in a dynamic market with Blend

Fremont Bank

Headquarters	Employees	Total Assets
Fremont, CA	~750	$5.5 billion

The home equity market

It's complex and unpredictable. To make matters worse, challenger banks have increased already tough competition, making it even more difficult for lenders to stand out from the crowd.

Differentiating with technology is appealing. But many questions remain around time-to-implementation, flexibility, and cost-to-benefit ratios.

As Fremont Bank discovered, there is a platform with answers to all of these questions — and more.

The challenges

In the leadup to implementing Blend, Fremont Bank's leadership needed to navigate a number of complex issues.

Market conditions

Volatility in consumer appetite

Disruptive online competitors

Shrinking margins

Elevated consumer expectations

Don’t wait for the "ideal" time

Fremont Bank's team, like many others across the industry, recognizes the challenges of implementing new technology within a dynamic marketplace and works smartly to deploy effective solutions.

- When demand is high, lenders can reap the rewards of immediate ROI.
- Implementation, rollout, and training take time. Don't let the opportunity go by.
- Regardless of market conditions, getting started early maximizes preparation time.

Product complexity

Since home equity isn't a distinct product offering at Fremont Bank, its integration with the first mortgage operation requires a seamless combination of effective technology and timely customer support.

Home equity products vary by customer type

Mortgage and home equity products intertwine

$1 billion

in origination volume in 2022

Existing LOS requires specialized interaction

The results

With Blend, Fremont Bank gained access to a Digital Lending Platform that exceeded all expectations.

> "Not only did we stand it up on time and on budget, we quickly drove strong Loan Officer and client adoption."
>
> **Todd Dal Porto**
> Executive Vice President & Group Executive

Tools leading lenders need

- One system for home lending and consumer banking products
- Flexible application templates to capture the right level of information
- Application intake experiences tailored to the needs of bankers or Loan Officers
- Integrated data connections for auto-filled ease of use

Designed to win approval

Even among tough-to-impress Loan Officers, Fremont Bank's partnership with Blend has been a success.

- Achieved **90%+** adoption
- Loan Officers love being in the environment

What can you expect with Blend?

7 minutes

Borrowers can complete a Home Equity application in as little as 7 minutes

4.7 days

4.7 days in a cycle time compression

33%

Able to handle 33% more volume with the same staff

Partner with Blend

Streamline and accelerate the Home equity application process. Delight your bankers and Loan Officers. Exceed your customers' expectations. All with the help of the Blend team at your side.

Want to learn more? See how Fremont Bank launched Blend and used the platform to drive home equity success or explore Blend's home equity product for yourself.

Unlock Home Equity

SOURCES
1. "MBA Inaugural Study: Modest Growth Anticipated in Home Equity Lending," 2019, Morgage Bankers Association
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Blend is the infrastructure powering the future of banking. Financial providers — from large banks, fintechs, and credit unions to community and independent mortgage banks — use Blend's platform to transform banking experiences for their customers. Blend powers billions of dollars in financial transactions every day. To learn more, visit blend.com.