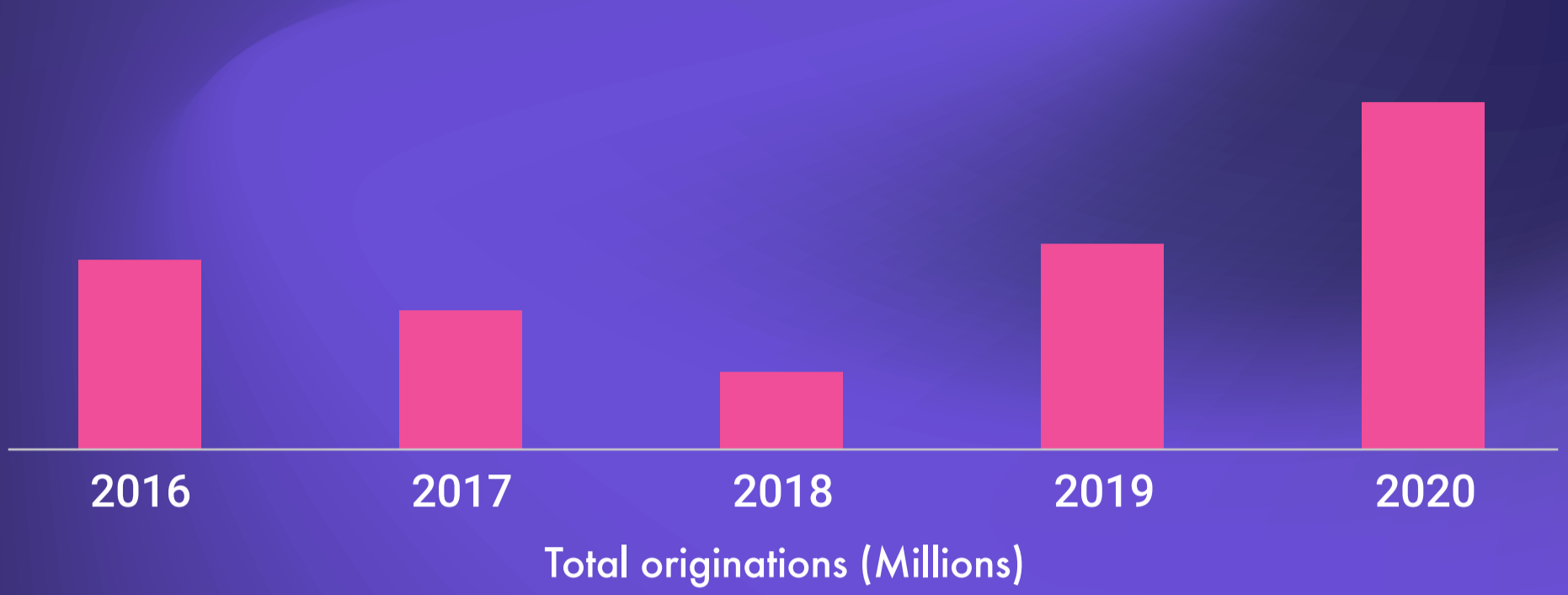


# Consumer preferences inform digitizing your mortgage experience

Helping banks and credit unions hold onto market share in a rapidly changing environment.

## A mortgage market on fire.

2020 saw a record number of mortgage origination volumes for owner occupied homes



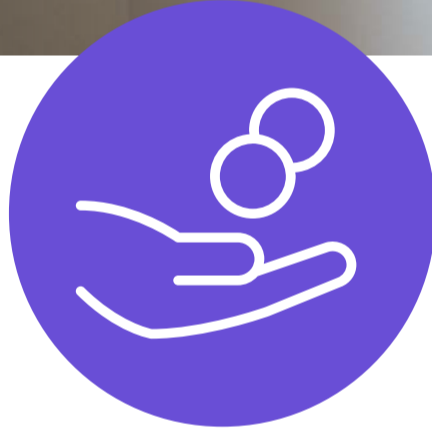
## Non-bank lenders attract customers in growing numbers.



Homebuyers turn to **non-bank lenders** to facilitate their financing needs:



**21%**  
broker

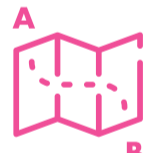


**35%**  
non-bank lender

Consumers often struggle to select their mortgage lender and understand all parts of the loan origination process including:



finding a bank or lender



navigating the pre-approval process



obtaining and understanding the appraisal



understanding the closing process and timelines

## Homebuyers want to be able to understand the

<p>Down payment amount</p>	<p>Pre-approval process</p>	<p>Impact of appraisal</p>	<p>Closing costs</p>
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Consumer preferences highlight an opportunity for banks and credit unions to take back market share through digitization.



Online capabilities



Faster loan originations



Self-help for customers

Consumers want to work with lenders that can help them with the full range of their home-buying needs

Through API-enabled digital products and services, banks and credit unions realize more targeted insights from data

- Identify refinancing opportunities
- Customize offers to borrower



View more resources for delivering a premier mortgage lending experience