

Five tips to help mortgage lenders succeed

“Our view is that on a national level the 2025 housing market is shaping up to feel like 2024. A silver lining for affordability is that we also anticipate income growth will outpace home price growth.”

Fannie Mae
January 22, 2025



Deploy these strategies to help you grow even in an uncertain interest rate environment

Mortgage application volume in 2024 continued to be constrained by tight housing supply, rapid home price appreciation, and persistent high interest rates, putting pressure on financial institutions, like community banks and credit unions, to streamline their operations.

But while lower interest rates may take longer to arrive than previously thought, there is growing momentum in the housing market and now is the time for financial institutions to boost their readiness by planning ahead and enhancing their back-office operations. Make your move now to press your competitive advantage and thrill your customers.



| 1

Refocus on speedy service

You must meet customers where they are – whether that’s online, on the phone, or in a traditional branch environment. In an increasingly digital world, lenders can provide borrowers easy access through individually-branded websites; making the application process simple and easy-to-complete is critical. Establishing parameters for seamless loan prequalification also improves service for borrowers.

| 2

Streamline the back office

Lenders must focus on integrated services and paperless processing. To process and underwrite applications more quickly, community banks and credit unions should leverage integrated services, workflow automation, and document management for a paperless loan file.

| 3

Invest in the tech stack

When leads and applications increase, easily managing and nurturing them is important to prevent losing potential borrowers to the competition. With the need for speedy service, any obstacles that slow a lender down will certainly cost them down the road, especially in a competitive market, emphasizing the need for a modern tech stack.

| 4

Promote different types of loans

With the right technology supporting a financial institution’s lending operations, teams can quickly react to market conditions and offer products that borrowers need. Home equity lines of credit (HELOC) and construction loans are two types of loans that may be of interest to both lenders and borrowers.

| 5

Analyze insights for enduring success

Financial institutions of all sizes possess valuable customer data that can be leveraged to best position their brand. By leveraging the right data, lenders can improve loan cycle times and profitability, target new borrowers and markets, and develop strategies to prevent regulatory challenges.



Talk to Finastra today about how our cloud-native suite of application, origination, processing, and closing capabilities will prepare you to succeed in today’s economic environment.