

FORBES INSIGHTS SURVEY RECAP

Why are Lenders Prioritizing Mortgage Digitization?

Credit union and small- to mid-size bank lenders weigh in on digital disruption in the mortgage industry.



Forbesinsights





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Digital Disruption in the Mortgage Industry

Digitization is revolutionizing key processes and disrupting the mortgage industry.

47% of credit union and small- to mid-size bank leaders surveyed strongly agree

Small banks and credit union leaders believe digitization has the potential to shake things up in the mortgage industry.

65% of small- to mid-size bank leaders surveyed agree or strongly agree

73% of credit union leaders surveyed agree or strongly agree



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When Will Home Mortgage Customers be Able to:

Easily authorize and enable the sharing of validated employment, banking, tax, payroll and credit reporting with lenders seamlessly and securely across integrated networks?

2023 Small- to mid-size banks (**33%**)

2025 Credit unions (**45%**)

Apply, qualify and achieve clear to close and then close entirely online?

2023 Small- to mid-size banks (**31%**)

2025 Credit unions (**31%**)



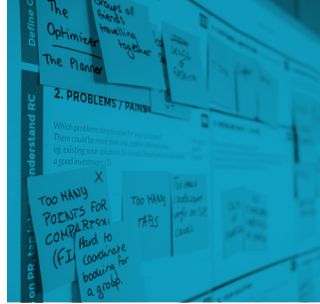
Did You Know?

On average, lenders using asset and income modeler (AIM) through Loan Product Advisor® can reduce cycle times by **8.73 days**.



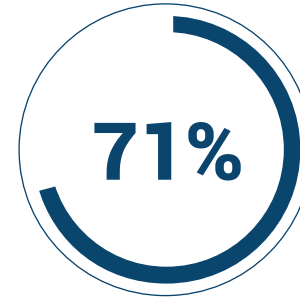
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Credit Unions and Small- to Mid-Size Banks are Aggressively Pursuing Digitization.

Credit union and small- to mid-size bank leaders predict the importance and progression of digitization in the mortgage process, and they're aggressively pursuing digitization:



of small- to mid-size
bank leaders surveyed
agree or strongly agree



of credit union
leaders surveyed
strongly agree



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What's Driving the Focus on Digitization and How Do Institutions of All Sizes Measure Up?

Focus of Digitization:	Large Bank	Region / Super Regional	Small- to Mid-Size Lenders	Credit Union
Reduce costs / improve efficiency	35%	27%	33%	39%
Improve customer experience	36%	35%	27%	31%
Market share growth	17%	23%	22%	10%
Stay ahead of the competition	10%	14%	16%	18%



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Zoom in on Cost Reduction

Cost reduction is a priority for credit union and small- to mid-size bank leaders. So, how much do they expect to save?

55%

of small- to mid-size bank leaders surveyed believe digitization will reduce mortgage initiation costs by **26%** or more.

47%

of credit union leaders surveyed believe digitization will reduce mortgage initiation costs by **26%** or more.



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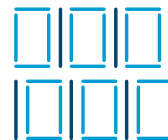
Today, lenders are focused on two things: improving the borrower experience and generating operational efficiencies. Both boil down to simplification.

Mat Ishbia
President and CEO
United Wholesale Mortgage

What are Some of the Barriers to Digitization?



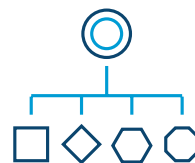
Insufficient
Resources



Internal
Resistance
to Change



Difficulty
Attracting
Talent



Functional
and Industry
Silos



Leadership
Buy-in



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How Are Some Institutions Addressing Digitization Challenges?

- ✓ Outsourcing processes to external providers
- ✓ Developing new process technologies internally
- ✓ Tapping an external consultant for help
- ✓ Collaborating with industry groups
- ✓ Appointing an internal product champion



What Other Factors and Priorities are Driving Digitization in the Mortgage Industry?

Learn what your peers think about innovation and technology.

[DOWNLOAD THE FULL REPORT](#)



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