

Consumer Point-of-Sale Web Sites—the Next Breakthrough in Community Bank Mortgage Lending



Technology has long played a role in the mortgage lending process. Secondary-market underwriting machines, loan-origination systems and most recently, unique consumer point-of-sale Web sites, help lenders expand their market reach and adhere to new regulations.

While technology itself cannot determine what products and services a community bank offers, it changes the way a community bank offers them. Today,

more and more people use the Internet to shop for mortgage products and rates. Statistics show that potential borrowers tend to move from the Internet to a live person before making a final decision. For community banks with a Web-based mortgage lending presence this has the potential to lead to new customers who may have once been out of reach.

Web-based systems are obviously very powerful platforms for community banks to reach a new audience, but they are not the end-all. Simply purchasing the most robust systems does not guarantee more loans and more fee income if it is not used properly. Any sort of Web site should complement the presence of experienced community bank staff that already understands the needs of the community bank and its market. ■

ON THE WEB: www.icbamortgage.com

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By Elizabeth Deal, senior vice president, ICBA Mortgage

Expanding Your Bank's Mortgage Presence on the Web?

CONSIDER THIS:

- Ease-of-use/training;
- Availability of tech support;
- Web-based or individual product download with annual updates;
- Cost (initially and on-going, if applicable);
- Functions (point-of-sale, state and federal compliance, pipeline management, pricing, reporting);
- Security guidelines and testing of those guidelines; and
- Whether it will grow with your community bank's needs and those dictated by the industry.