

Building a Borrower-Focused Lending Strategy

AN FNI DECISIONCORE™ GUIDE



FINANCIAL NETWORK, INC.

Is Your Lending Strategy Borrower-Focused?

In lending, and business in general, we tend to look at opportunities from our perspective first, if not entirely. What helps me reach my sales targets? Will this push the next bonus through?

For a moment, what would happen if we turned things around? What if we turned “My” and “I,” into “You” and “We?” They may not track with KPIs, but borrowers have goals and objectives, too. A lending platform with a decisioning strategy that includes the borrower perspective has the potential to be a smarter, more accessible platform.

Before asking every applicant what they think would make today’s lending process better, we can likely make these three assumptions: 1. People change, and borrowers are people. 2. Financial confusion is frustrating. and 3. Technology should enhance the experience, not get in the way.



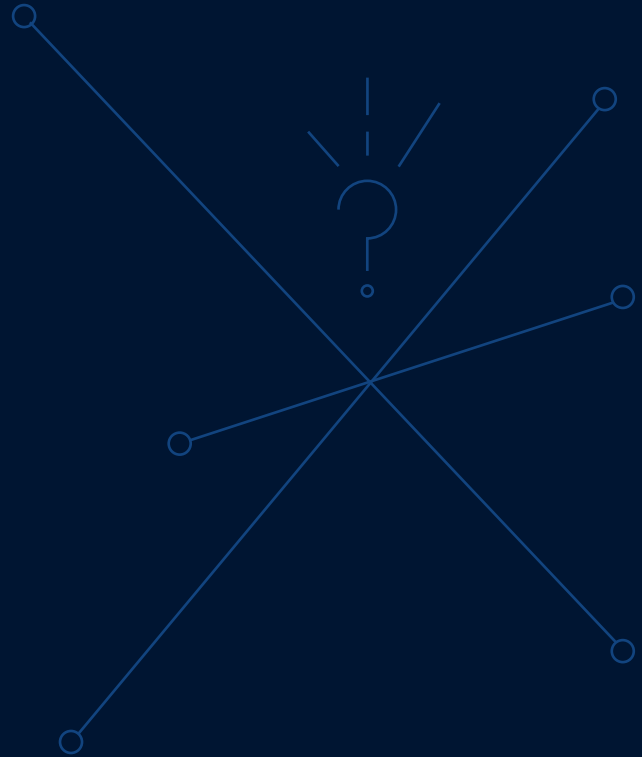
1. People Change. And Borrowers are People.



It may seem like a simple joke, but the truth is that the baseline to a truly powerful lending workflow is the ability to adapt quickly based on changes to the industry, and to borrower behavior. Lenders need a system that allows for rapid strategy and workflow adjustments in order to keep interest and build the ideal decision strategy. Time is of the essence in decision strategy releases and testing—maybe just as much as in the decision itself.



2. Financial Confusion is Frustrating.



Keeping applicants in the dark is not an option. All consumers are inarguably seeking more and more information in the purchasing cycle, and lending is no different. Communication is key here. Utilizing platforms such as text messaging, chat, and finding opportunities for touchpoints in the application process makes for a more engaged borrower. And keeping in touch is a great way to cut down on abandoned applications and make the right lending fit.



LEARN MORE ABOUT INTEGRATING COMMUNICATION AT [FINANCIALNETWORKINC.COM](https://www.financialnetworkinc.com)

3.

Tech Should Enhance the Experience

A solid application workflow paired with friendly user experience is a surely a match, but one without the other can mean disaster. Considering how the technology behind an origination effects application speed, user flow, decisioning speed, and more, will ensure the right path to a borrower-focused lending strategy. After a decision, this doesn't stop. Many smart lenders opt to continue communication and borrower contact beyond the decision.



LEARN MORE ABOUT FEATURE INTEGRATIONS AT [FINANCIALNETWORKINC.COM](https://financialnetworkinc.com)

FNI DecisionCore™

CREDIT STRATEGY ENGINE

Building a modern credit decision strategy means building a strategy that works for **lenders and borrowers**. Experience flexibility with safeguards in place to ensure performance and security.

With decades of experience in credit decision strategy, the FNI credit decision strategy engine is a powerful combination of smart features and innovative enhancements.

Schedule a Loan Origination Software Demo at

financialnetworkinc.com

