



MORTGAGE LENDING IS ON THE MOVE

Today's first-time homebuyers want more than just a mortgage. They want someone to guide them through the home-buying process, providing clarity and convenience from end-to-end.

Banks are uniquely positioned to help.

Accenture research shows that 48% of consumers would like banks to offer non-banking products and services related to purchasing a new home – everything from legal counsel to home renovation expertise.

Expanding beyond mortgage lending presents a significant opportunity for traditional banks to fend off digital competitors and strengthen customer relationships.

Seizing the opportunity starts with taking four steps:

1. Establish a network of service providers and create a digital identity around which partners and customers can rally.
2. Develop an ecosystem strategy based on your capabilities and the home-buying needs of customers
3. Invest in new skills, processes, tools and operating models to serve as an ecosystem orchestrator, creating value for partners, the bank and clients.
4. Move fast. Take the plunge quickly or other players will beat you to the punch.

Learn how banks can own the next frontier of service, convenience and profitability in the extended home-buying service arena, in our point of view:

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