



Mortgage Application

SPONSORED CONTENT

Mortgage Brokers Add Value to Constructive Capital's Business

LEARN ABOUT THE PIVOTAL ROLE MORTGAGE BROKERS PLAY IN ENHANCING OPERATIONS AND FOSTERING EFFICIENT, TRUST-BASED CONNECTIONS BETWEEN LENDERS AND BORROWERS.

KIM LANDANO

Working in business-purpose lending offers a dynamic and multifaceted career path within the financial services sector. This industry vertical presents unique opportunities requiring a blend of financial expertise, risk management skills, and deep understanding of the borrower's needs and goals.

Customer relationship management is key on several levels.

THE CENTRAL ROLE OF MORTGAGE BROKERS

Mortgage brokers play a pivotal role in this sector, acting as intermediaries between borrowers and lenders

to facilitate the loan transaction. Their value extends across several dimensions, each contributing to the efficiency, effectiveness, and success of the lending process.

NAVIGATING THE LENDING LANDSCAPE

First and foremost, brokers offer access to a diverse network of lenders, including Constructive Capital. Their expansive network enables borrowers to explore a wide range of loan options tailored to their specific needs and preferences. By leveraging their relationships and industry connections, brokers can match their clients with the right loan.

Moreover, brokers provide invaluable expertise and guidance throughout the lending process. They possess in-depth knowledge of loan products, lending criteria, and market dynamics, allowing them to offer tailored recommendations to borrowers.

BUILDING BROKER-LENDER SYNERGY

Although the customer-broker relationship is important, broker-lender relationships form the backbone of business-purpose lending, shaping the dynamics of the lending landscape and influencing the success of loan transactions. These relationships are built on trust, mutual

benefit, effective communication, and collaboration to meet borrower financing needs efficiently and effectively.

Mortgage brokers rely on the capital provider to deliver competitive loan products, favorable terms, and timely funding for their clients, whereas the capital provider depends on brokers to identify creditworthy borrowers, present well-vetted loan applications, and facilitate smooth transactions. The symbiotic relationship creates value for both parties.

OPERATIONAL BENEFITS OF BROKER COLLABORATION

Within the operations leadership team at Constructive Capital, we recognize the need for synergy between the broker and the capital provider. The list of advantages is long, but boils down to:

- ▶ **OPERATIONAL EFFICIENCY.** Mortgage brokers add cost synergies that ultimately can be passed through to the borrower.
- ▶ **TRUST.** Mortgage brokers have extensive networks and connections within the real estate and financial industries. By partnering with them, the capital provider receives a steady flow of prequalified leads, saving time and resources.
- ▶ **SPEED.** Mortgage brokers and capital providers are better able to own certain competencies and, therefore, improve the process, which ultimately benefits the borrower.

THE IMPORTANCE OF BALANCED RELATIONSHIPS

Think of a three-legged stool representing credit risk, operational



efficiency, and the customer (broker and, ultimately, the borrower). For the stool to be stable, each leg is critical and must be balanced; if it isn't, the stool will wobble and could potentially topple over.

COLLABORATION: THE KEY TO SUCCESS

Finally, collaboration is paramount to the success of broker-lender relationships. Both parties work together to overcome challenges and achieve common goals. As an operations leader in the business-purpose lending industry, I believe the broker-lender relationship is the lifeblood.

At Constructive Capital, this is at the forefront of everything we do. The advantage of working directly with the broker network allows for well-packaged loan applications from worthy credit-worthy borrowers, leading to shorter cycle times and creating a positive experience for all

parties involved. This helps ensure that together we are serving the clients and meeting their financing needs. •

KIM LANDANO



Kim Landano joined Constructive Capital as vice president of operations in January 2023. She has more than 30 years of mortgage experience covering all aspects of the loan fulfillment life cycle, ranging from originations to servicing.

Before joining the team at Constructive Capital, Landano led the Wholesale Operations Team at Caliber Home Loans. Her additional work experience includes Bank of America, MetLife, HSBC, and others. Landano is passionate about being part of a best-in-class operations team and building strong lasting broker relationships.