CASE STUDY

Journey to a single sign-on homebuying experience

Transforming Financial Services through Innovation, Reputation and Speed

GRB
Genesee Regional Bank

ROCHESTER, NEW YORK

FOUNDED 1996

20 LOAN OFFICERS

$425 MILLION ANNUALLY

Overview

Established in 1996, Genesee Regional Bank (GRB) is the genesis of two successful businessmen, E. Philip Saunders and Dan Gullace, who created the company with a vision of re-establishing a community bank presence and helping small businesses grow in the Rochester area.

From this vision has emerged not only a successful financial institution, but one known for being a trusted advisor to its small business clients in a wide range of industries. The 2013 addition of enhanced mortgage services brought yet another critical service to the bank's customers and the local community. With loan decisions made in Rochester, GRB's residential mortgage team has grown rapidly and is one of the leading mortgage lenders in the region. GRB has demonstrated consistent growth throughout its history, increasing its asset size to more than $800 million in 2021.

Expanding Digital Mortgage Coverage and Referral Volume Possibilities

As a community bank, GRB has set out to serve the Rochester, Watertown, and central New York communities with the banking needs of today and tomorrow. As GRB's mortgage division began to grow and mortgage technologies became more innovative, GRB evaluated its current tech stack and needs.

GRB was introduced to nCino's Mortgage Suite through The Mortgage Collaborative, learning about the solution and getting first-hand feedback from industry peers. As GRB evaluated its options for a digital mortgage platform, nCino's immediately stood out above the rest.

"A majority of our mortgage business comes as a result of a referral from real estate agent partners," said Mike Pulver, senior vice president and manager of residential mortgage at GRB. "And when we found a mortgage solution that met all our needs and was also realtor-friendly, that was obviously the best solution."

The nCino Mortgage Suite unites customers with loan officers, real estate agents and settlement providers for a seamless journey from point-of-thought all the way to closing and beyond. Optimized for mobile (but built to be used on any device), nCino centralizes every step of the loan process in a single sign-on experience.

Additionally, nCino's Mortgage Suite brings all of a lender's integrations together into a single platform experience. The result is single sign-on convenience for the loan officer, borrower and real estate agent. The open platform nature of nCino ensures lenders can preserve integration flexibility within their tech stack through unique configurations while avoiding disruption to existing processes.

Building Referral Relationships

Real estate agents working with GRB also have access to the suite and some of its tools such as enhanced collaboration and visibility into document requests.

"Our real estate partners are not only able to use the calculator functions in the dedicated partner app to show their clients what a potential payment would look like," said Pulver. "But they also have access to the dynamic pre-qualification tool, which allows them to go in and adjust a prequalification letter down when they need to. Real estate agents also receive alerts any time their client has logged into the app to look at a new home and/or calculate a potential new payment. So it's a good lead management tool for partners as well."

For GRB, the benefit of providing nCino's Mortgage Suite's role-specific tools to real estate agents and borrowers is through the ability to white label the application.

"When the nCino Mortgage app is actually downloaded from our website or added to a partner's website, it's called GRB Mobile Express," Pulver stated.

Evolving With Technology

Though GRB already had an existing online application, it felt the overall experience was not dynamic or user-friendly. As a result, GRB sought out nCinos' digital solution to improve ease of use. Through conversations with nCino, GRB learned more about their outlook of the future of mortgage technology and how GRB could grow with such products.

"We wanted a solution that mirrored the changes in the business and the technology changes that were happening within the industry as well," said Joe Leone, mortgage operations manager at GRB.

"We sought out a solution that would help us evolve with the technology that was already beginning to change the shape of our industry. In addition to the user-friendly aspect of nCino's technology, one of the other reasons we chose the solution is we could see it was starting to think about the next step, such as disclosures and eClosings,"

continued Leone. Some of the companies we talked to were so focused on where the technology was right now, while nCino was looking at where the technology could take us."

Once GRB made its decision, it fully integrated nCino's Mortgage Suite within two months during spring 2020.

Saving Time From Start to Finish

The mortgage technology from nCino has helped GRB save time throughout the entire loan process, starting with the application.

"Loan officers love it because it saves them a lot of time from having to enter in the application," Leone said. "We currently have a two-phase application process but the user-friendly aspect of the nCino Mortgage Suite has allowed us to evaluate our current operations and begin the process of switching to a single-phase application. This is going to save additional time for the loan officers and borrowers in the future."

GRB also uses nCino's closing tool to send disclosures and documents to borrowers as well as to facilitate hybrid eClosings.

> "One of the great things about nCino's Mortgage Suite is there's just one login for the customer," said Leone. "We use nCino for the application, our disclosures and our eClosings, and the customer is able to just use the one portal, whether it's on their phone, tablet or computer."

The GRB mortgage staff has also seen increased efficiencies in processing, operations and post-closing thanks to nCino.

From having the loan officer upfront being able to have the efficiencies of the customer input their own information to the document collection that happens through a secure portal, everyone in the mortgage process has benefited from nCino's homeownership technology.

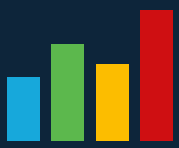
Mike Pulver, Senior Vice President, Residential Mortgage Manager

Simplifying The Process

For GRB, the goal has always been to make the mortgage process as smooth as possible for the customer. By partnering with nCino, GRB not only provides a user-friendly platform with a single login, but has also transitioned a majority of its closings to hybrid eClosings to help homebuyers get into their new homes faster.

"More than 80% of GRB's residential mortgages are purchase transactions, which almost always means the homebuyers are excited to finish the closing and get the keys," said Joe.

> "Through the hybrid eClosing experience with nCino, we've been able to shorten a majority of our closings to 15 or 20 minutes. We're able to get our borrowers in, have them sign the documents and get them out into their new house."



THE NCINO DIFFERENCE