

Case Study



FinLocker

AllData® Aggregation Helps Low- to Moderate-Income Consumers Plan for Their Financial Futures While Enabling Lenders to Earn Valuable CRA Credits

First-time homebuyers – particularly those of low- to moderate-incomes – often need additional support as they prepare for their first mortgage and other financial goals. At the same time, banks have an obligation to meet Community Reinvestment Act (CRA) requirements that assess how well they meet the needs of historically underserved communities.



The partnership between Fiserv and FinLocker allows lenders in the FinLocker network to incorporate financial data aggregation and personal financial management tools from Fiserv into the loan preparation process for low- to moderate-income borrowers. This enables consumers to better plan and prepare for their financial futures well in advance of a loan application.

For Lenders

FinLocker is a secure financial data and analytics platform that electronically captures and analyzes self-reported and verified borrower data, such as assets, liabilities, income, loan purpose, property, occupancy, sales price, down payment, income, taxes, credit and other information. FinLocker helps lenders convert leads to loans and establish customers for life through customized promotions in its reusable financial locker.

For Consumers

With FinLocker, consumers manage their financial life with FinLocker's digital financial assistant. Helping track goals and budgets, FinLocker opens up a host of advantages including the receipt of a regularly updated credit score, credit report and credit monitoring with alerts.



FINLOCKER®

Client Profile

FinLocker empowers consumers to start, achieve and continue their homeownership journey. FinLocker is a secure, transactional personal financial management tool that aggregates a consumer's financial data adding the ability to analyze, recommend and streamline financial transactions. Consumers benefit from personalized recommendations, mortgage and financial education, credit score reports and monitoring, cashflow analysis, budgeting, goal planning, and data sharing. Lenders utilize FinLocker to nurture leads, cross-sell value-add products, reduce costs, and create customers for life. The company is headquartered in St. Louis, Missouri. For more information, visit www.finlocker.com.

Consumers also gain access to financial education videos, a borrowing “readiness” aid, cash flow analysis, home valuation with comparable sales and document storage. FinLocker provides personalized offers for consumers, while also allowing users to streamline their loan transactions.

Personal Financial Management Built on an API-Based Architecture

A consumer’s FinLocker is a planning and financial management platform that provides them with the ability to view all of their account balances, as well as all transactions in a single location. They can set budgets and goals, chart their progress and get insight into their credit situation.

By using AllData Aggregation APIs, FinLocker is able to customize API responses based on the unique data request of individual providers. It is an adaptable, customizable solution that can quickly respond to meet the needs of lenders in FinLocker’s network for deep, reliable, on-demand data from more than 18,000 sources aggregated by AllData Aggregation.

AllData Aggregation was originally used by FinLocker as a tool for lenders to perform asset verification. The success of that initial engagement evolved into an effort to support more robust underwriting capabilities. In 2018, FinLocker was approved by Fannie Mae as a provider of asset verification reports as part of their Day 1 Certainty® initiative. This means lenders using the FinLocker platform can complete asset verification via Fannie Mae’s Desktop Underwriter® (DU) and are eligible to receive Day 1 Certainty from Fannie Mae, which includes representation and warranty relief.

“When we originally used AllData Aggregation from Fiserv, we were excited about the options it gave us to help lenders create a digital borrowing process. However, we quickly saw a larger opportunity by repositioning the financial locker and providing to consumers before they apply for a loan. The real benefit we can provide is to nurture, prepare and educate consumers so they are better informed and prepared to act when the time is right.”

Peter Esparrago
Co-Founder & CEO
FinLocker

FinLocker Delivers Planning and Budgeting Tools at Scale

Working with Fannie Mae and Fiserv in 2018, FinLocker received approval for AllData asset information to be used with the FinLocker asset verification solution as part of Fannie Mae’s DU validation service. Lenders using FinLocker’s asset verification reports via DU are eligible to receive Day 1 Certainty from Fannie Mae.

In addition, FinLocker is partnering with various housing advocacy groups, some of whom collaborate with housing counseling and other assistance for potential low- to moderate-income first-time homebuyers to ensure that financial lockers are made available to the consumers who need them most.

“In my prior role as an executive at Flagstar Bank, I saw the value of FinLocker in providing consumers, especially those who are underserved, with an intuitive and insightful platform to assist in their journey towards homeownership. This was one of the many valuable components I saw in FinLocker, which led me to join the company. Since joining we have engaged several community banks to help them improve their CRA rating by partnering with FinLocker.”

Brian Vieaux
President
FinLocker

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com to learn more.

FinLocker Is an Innovative Way for Financial Institutions to Serve Underserved Communities

FinLocker utilizes data from AllData Aggregation and other partners to provide consumers with access to educational content, credit reports and tailored budgeting and goal planning tools. Financial institutions are using FinLocker to provide these important services to its consumers, which includes low- to moderate-income (LMI) consumers. Large and intermediate banks can receive CRA consideration under their service or community development test, while smaller financial institutions can boost their ratings from satisfactory to outstanding based on providing services that enhance credit availability in their assessment areas.

An independent legal analysis indicated that banks should expect to receive CRA consideration for the benefits FinLockers provide to LMI consumers. This can include quantitative community development service consideration based on the sum of FinLockers purchased for LMI consumers and loans originated from LMI FinLocker users, as well as qualitative consideration for providing FinLockers to LMI consumers.

Challenge

FinLocker wanted a way to layer additional data aggregation technology onto its analytics infrastructure to enhance the services the company provides to consumers, specifically as it relates to planning and preparing for future homeownership. With a growing lender network, FinLocker also saw an opportunity to deliver the real-time data and analytics lenders need to validate borrower information. As consumers advance along their financial journey, FinLocker aims to be a solution that eases the process for borrowers and lenders alike.

Solution

FinLocker leveraged AllData Aggregation to organize consumer financial data from over 18,000 sources. By utilizing the API solution AllData provides, FinLocker is able to aggregate the precise information needed by a given customer in real time. FinLocker also benefits from a proven solution that offers data reliability, ease of API integration and existing relationships with Fannie Mae and other agencies.

Proof Points

FinLocker's data aggregation tools enable people – including low- to moderate income consumers – to access robust financial planning insights, resources and advice. By utilizing FinLocker, financial institutions are able to streamline data collection and validation, and can receive valuable CRA credits for their work with underserved communities.



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