



HSBC Bank USA Launches New Digital Mortgage Solution with Roostify

Product offering combines the latest in lending technology with a human-centric approach to ease the home-buying process

NEW YORK and SAN FRANCISCO – June 19, 2019 – [HSBC Bank USA](#), N.A., (HSBC), part of the HSBC Group, one of the world’s largest banking and financial services organizations, today announced that it has launched a digital home lending experience powered by [Roostify](#). The partnership provides customers with a digital loan transaction experience that is faster, easier and less stressful than before, while enabling HSBC to process and close loans more efficiently with fewer manual touches.

“Digital plays a crucial role in supporting, enabling and driving our ambition of customer experience-led growth,” said Raman Muralidharan, Head of Mortgage, Retail Banking and Wealth Management, HSBC Bank. “Customers are looking for the same ease-of-use and convenience for large transactions like financing a home that they’ve come to expect in other buying experiences. Roostify is able to accelerate our deployment timeframe with a solution that provides a superior experience for our customers and our mortgage consultants.”

The platform offers a streamlined loan application and fulfillment process for home buyers and owners during a purchase or refinance. Customers are able to submit a loan request online, share documents digitally and securely, and track the status of their loans from application through to closing, in real time. Roostify integrates with HSBC’s loan origination system, allowing the bank’s lending team to more easily transfer information and more effectively communicate with customers, driving quality and efficiency in the loan-origination process.

“HSBC has been a great partner in driving innovation to improve their customer experience,” said Rajesh Bhat, CEO and Co-Founder of Roostify. “Information exchange is a vital part of the home-buying experience, and it can be a game changer when done right. This solution provides HSBC’s customers with a modern, improved way of applying for and closing a mortgage and delivers transparency to both the customer and lending team from start to finish, for an optimal experience.”

Click [here](#) for more information about HSBC’s mortgage offerings.

HSBC Bank USA, National Association (HSBC Bank USA, N.A.) serves customers through retail banking and wealth management, commercial banking, private banking, and global banking and markets segments. It operates bank branches in: California; Connecticut; Washington, D.C.; Florida; Maryland; New Jersey; New York; Pennsylvania; Virginia; and Washington. HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., a wholly-owned subsidiary of HSBC North America Holdings Inc. HSBC Bank USA, N.A. is a Member of FDIC. Investment and brokerage services are provided through HSBC Securities (USA) Inc., (Member NYSE/FINRA/SIPC) and insurance products are provided through HSBC Insurance Agency (USA) Inc.

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide across 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of \$2,659bn at 31 March 2019, HSBC is one of the world's largest banking and financial services organisations.

About Roostify

Founded by consumers looking for a better way to buy a home, Roostify leads the industry in delivering accelerated and transparent digital lending experiences, processing over \$15 billion a month in loans. From enterprise banks to independent mortgage lenders, lenders across the United States rely on Roostify to speed up closings, reduce risk and unnecessary work, and improve their customer's lending experience. The company's highly secure, future-proof lending platform is trusted by some of the world's largest lenders. For more information, please visit roostify.com.

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