



# Online Application

Baker Hill NextGen® Online Application software is easy for customers to use and easy for financial institutions to implement. Gain the competitive edge by giving your customers 24/7 online access to their applications.

Stay competitive in a rapidly changing industry with the Baker Hill NextGen® web-based solution that allows you to receive loan applications anytime, anywhere.

## Expanded Market Share

Find even more loan opportunities and expand your market reach beyond your branch to touch a wider customer base, wherever its members are.

- ▶ Gain market share and compete with fintech providers and alternative lenders
- ▶ Have 24/7 online loan application access
- ▶ Capture loan opportunities across multiple devices

## New Marketing Opportunities

Our online loan application is configured to your brand and opens up additional channels for you to collect more applications from both existing and prospective customers.

Lending opportunities are no longer limited to the hours of your branches.

- ▶ Supports consumer, small business, and commercial loan requests
- ▶ Define and control application access via various deployment options
- ▶ Build the application based on your institution's information requirements
- ▶ Submitted applications flow directly into Baker Hill NextGen® for review

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Add this powerful tool to your Baker Hill NextGen® Loan Origination platform. To learn more, visit:

[www.bakerhill.com/online-loan-applications](http://www.bakerhill.com/online-loan-applications)

## Increased Efficiency

Eliminate overhead and leverage your existing workflows to further increase your efficiency.

- ▶ Smart, streamlined application processes make it quick and painless for customers to apply for loans
- ▶ Hours of manual data entry by your staff are eliminated to significantly lower the cost of loan origination
- ▶ Seamlessly integrates with Baker Hill NextGen®
- ▶ Clients can submit supporting documents (personal finance, tax returns, etc.) through the Baker Hill NextGen® Client Portal



Baker Hill is in the business of evolving loan origination by combining expertise in technology with expertise in banking. Built on decades of walking alongside banks and credit unions as they provide vital resources to their communities, Baker Hill NextGen® is a configurable, single platform SaaS solution for commercial, small business, consumer loan origination, and risk management that grows along with you as your business needs change. Baker Hill is lending evolved. For more information, visit [www.bakerhill.com](http://www.bakerhill.com).