



Crowe Fair Lending Webinar

# Fair Lending in 2021: More risk, more opportunity



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Webinar | ABA

## Presenters

# Fair Lending in 2021: More risk, more opportunity

Political and social developments mean your fair lending risk arrow is probably pointing up.  
Let's talk about what you can do about it.



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(Focus area: Fair & Responsible Banking)

## Unforeseen challenges

# When it comes to fair lending, what you don't know can hurt you.



Fines and penalties



Growth avenues blocked



Reputational harm

**Corporate social responsibility (CSR) is critical, but you need to back it up.**



**Regulators today don't even need to enter your institution to find a violation.**

**Do you know what's in your data?**

# How do organizations target the segments for fair lending data analysis?



March 23, 2021, 4:31 AM EDT

 NEWS

# 'A cop on the beat again': Biden looks to reassert consumer watchdog agency sidelined by Trump

Biden's administration has pinpointed the Consumer Financial Protection Bureau as a tool to help deliver on promises to address systemic racial inequality.



Fair lending risk

# Different factors are ramping up scrutiny on lenders.



New levels of data accessibility

Rising pressure to address racial and social injustices

Increased enforcement under the new administration



## Crowe Fair Lending Services

**Regulators and other organizations are scrutinizing your data 24/7.**

**You need to stay one step ahead.**



# How often are you seeing the market conduct fair lending data analysis?



## Crowe Fair Lending Services

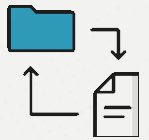
# What if you could go to sleep at night knowing your lending data doesn't contain any surprises?

Imagine if you knew your lending data had already been reviewed by a trusted team of consumer compliance specialists who know the regulatory expectations and understand what regulators look for.



## Crowe Fair Lending Services

# We use data analytics to help you become stronger, more resilient, and better positioned for growth.



**Better understand the risks within your organization**



**Benchmark against peer institutions**



**Get valuable insights about your customer base**

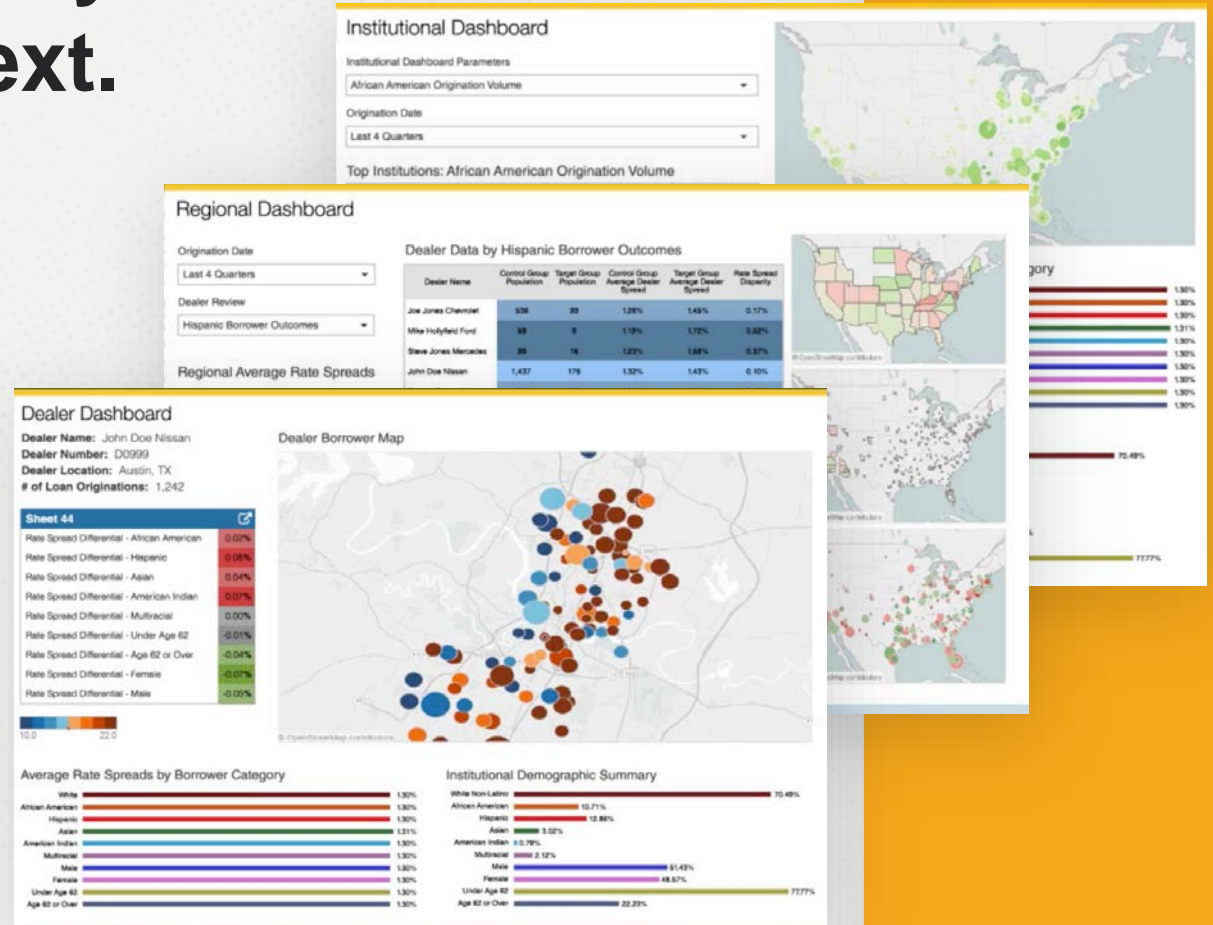


**Strengthen your reputation and execute strategies for growth**

Crowe Fair Lending Services

# Plenty of tools can apply analytics to your lending data, but they can't tell you what to do next.

There's more to it than just checking the boxes and outputting analytics data.



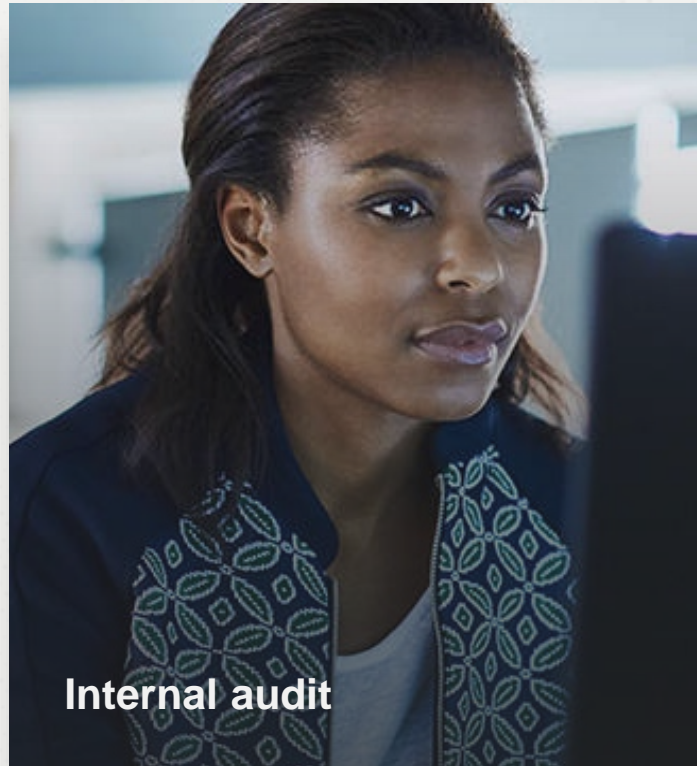
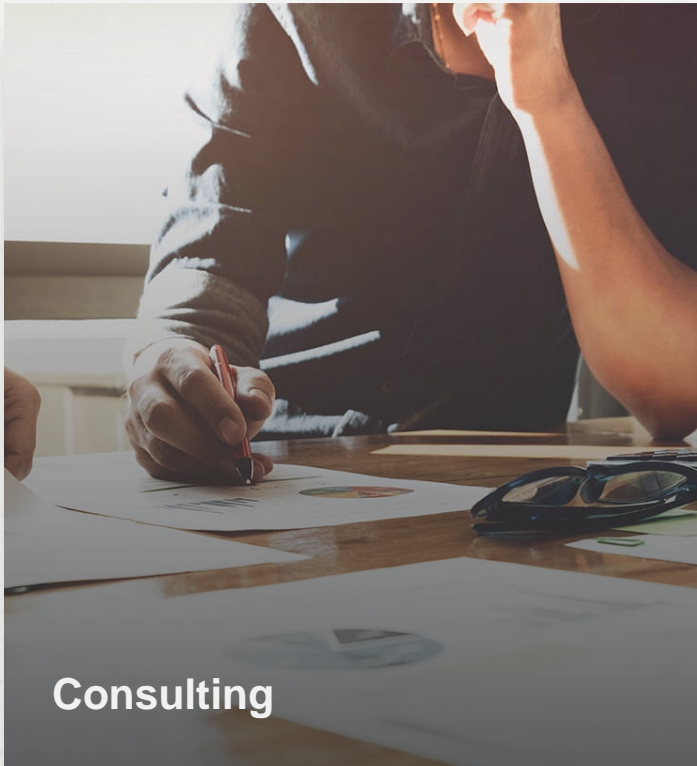
Capstone Question

# What are the characteristics of a strong fair lending risk management program?



## Crowe Fair Lending Services

# We've done this work enough to know exactly what it takes to succeed.



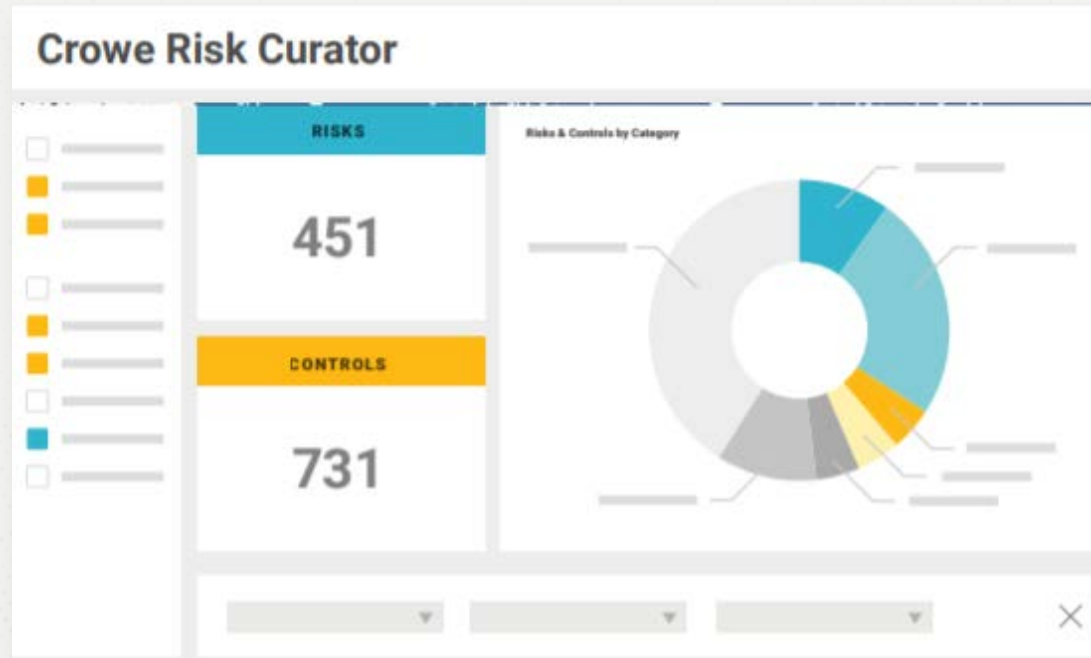
# What's the most common trigger for organizations to complete a fair lending risk assessment or data analysis?





## Crowe Risk Curator

# We've got a tool that can build a tailored library of risk content in minutes.



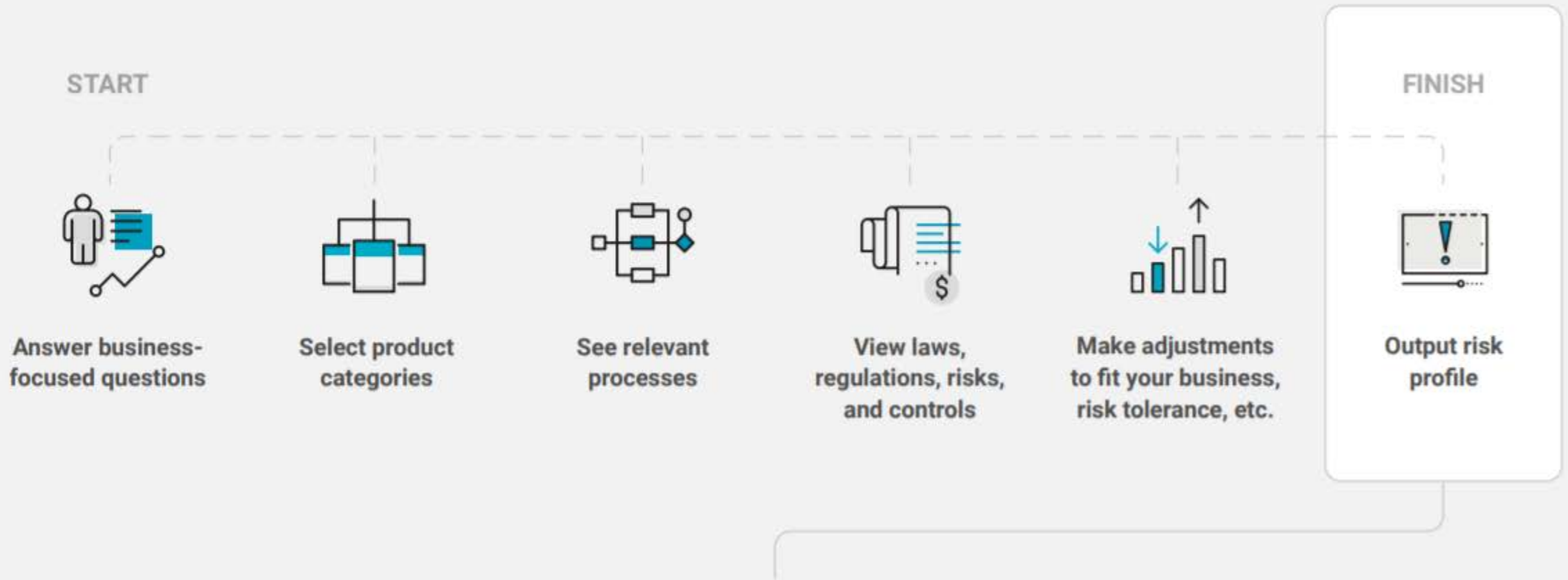
Quickly build out a library of risks and controls

Benchmark current content against content from peer organizations

Assess risk at all levels

Crowe Risk Curator

# You get better risk content in 6 simple steps.



Explore what's been curated; refine based on risk tolerance

# What type of benchmarking do your clients typically find most insightful?

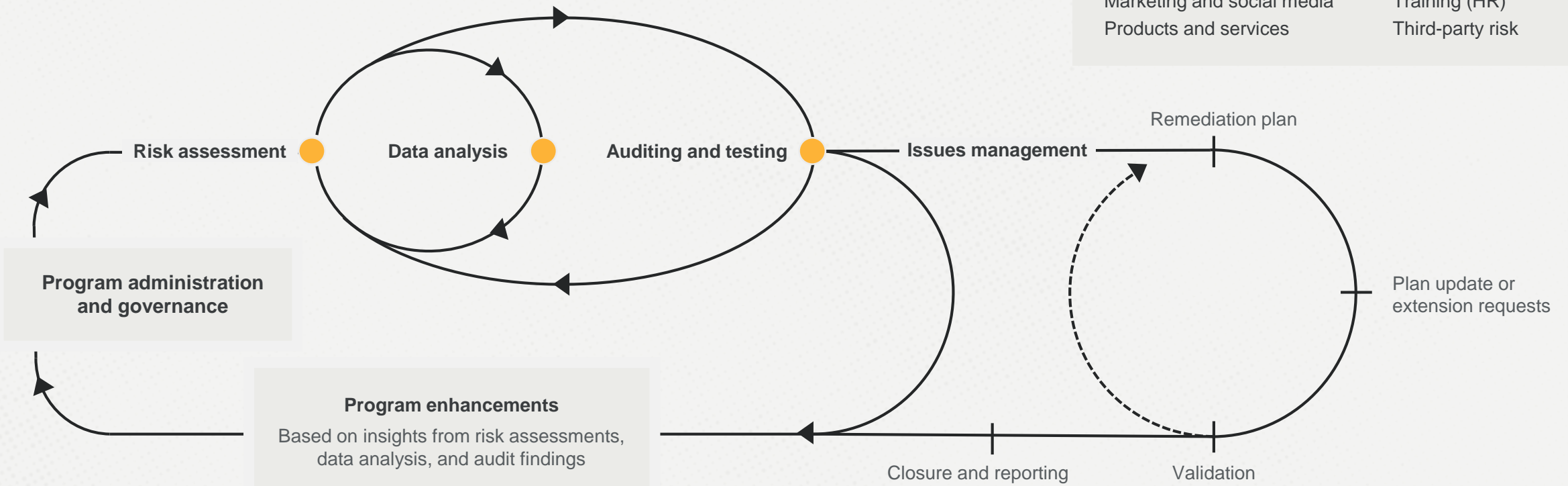


## Crowe Fair Lending Services

# You can know what your data says, where your risks are, and what you need to do next.

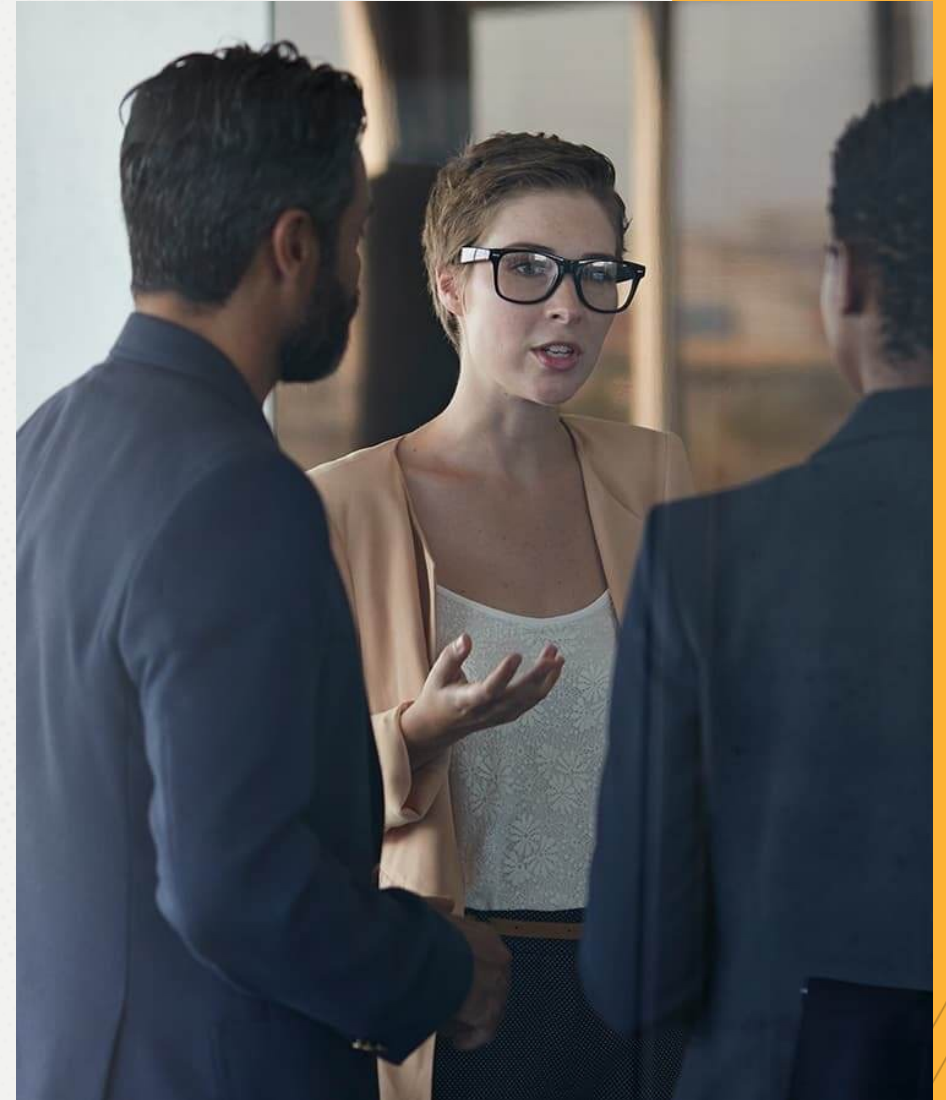
### Areas that are impacted and inform our process:

- Complaint management
- Marketing and social media
- Products and services
- Data governance
- Training (HR)
- Third-party risk



Capstone Question

**With limited resources,  
what fair lending  
activities would  
you prioritize?**



We really care, and it shows.

# Our clients love working with us.



Crowe governance, risk, and compliance management solutions are endorsed by the American Bankers Association (ABA). The ABA endorsement of these solutions indicates they deliver high quality, meet performance standards, and offer the potential to improve your bank's profitability and performance.

Knowing that your lending data has already been reviewed by a trusted team who knows the regulatory focus and what regulators look for and provides recommendations – that's why we engaged Crowe.

– CAE at an \$8 billion FI



**98%** would do business with Crowe again



**98%** would recommend Crowe to a colleague.



**96%** really like doing business with Crowe



**99%** say their Crowe team demonstrates expertise in their industry

(Information based on a review of more than 150 firmwide client survey responses from clients in the banking industry between 2014–2018)



# Our leaders stay involved at every step.



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[Get in touch to learn more](#)



# Thank you

**Get in touch to learn more**

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