

How embracing data and automation in commercial real estate lending drives faster decisions, lower risks, and improved customer satisfaction.

# Making the Case for **Data** & **Automation** in **CRE Lending**

*CRE Intelligence by Blooma*

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## Inefficiency and Delays

Manual processes in commercial real estate lending can be time-consuming and error-prone. Without automation, loan applications, document processing, and credit assessments can take longer, leading to delays in loan approvals and dissatisfied clients.



**20x faster.**  
**100% accurate.**

Blooma offers parsing speeds 20 times faster than manual processes, ensuring 100% accuracy. Our hybrid method integrates data extraction, AI technology, and the expertise of CRE analysts, enhancing efficiency and eliminating errors and rework for your team.

OR THAT ↑

## Increased Revenue through Efficiency Gains

According to findings from a [McKinsey report](#), research indicates that real estate companies can realize a net operating income boost of over 10% by adopting AI-driven strategies. Similar gains are to be had in CRE by applying a tech-forward approach. Leveraging data and automation can lead to faster loan approvals and quicker responses to market trends, providing a competitive edge in the industry.

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## Higher Risk Exposure

Without data-driven risk analysis, lenders may be more susceptible to high-risk loans, leading to potential loan defaults and losses.

## Inaccurate Decision-making

Relying solely on manual processes can lead to incomplete or outdated information, resulting in inaccurate underwriting decisions and suboptimal loan terms.

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## Reduced Risk and Improved Accuracy

A recent survey from EY demonstrates technology as a crucial strategic component for enhancing risk management. By using data-driven insights and automation tools to assess credit risks and analyze property performance, lenders can make more accurate underwriting decisions, leading to lower default rates and higher loan portfolio performance.



For every 100 cells manually edited in a commercial spreadsheet, it's expected that 1 to 6 of those cells will contain errors.



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## Increased Operational Costs

Manual data entry and processing can result in higher operational costs due to the need for additional human resources and increased chances of errors that require rework.

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## Operational Excellence

According to a recent [Deloitte report](#), 61% of respondents plan to outsource operational capabilities in the near term. Their main goals include acquiring technology, streamlining processes (42%), enhancing operational agility and resilience (39%), and accessing integrated offerings across business lines (38%).

Through integration and automation, lenders can streamline operations, improve efficiency, and allocate resources more strategically, ultimately saving time and money.



**Data silos are costly.**

Inefficient data practices result in a 20-30% annual revenue loss, and outdated or inaccurate data can cost small to mid-sized businesses over \$15 million per year



**DIY data initiatives are low ROI.**

JLL research indicates that developing all necessary CRE analytics dashboards internally would take about a year and cost close to a million dollars in labor



## Respond first. Delight clients.

A workflow audit of a large, regional bank demonstrated that it took an average of 11 days to get to LOI — with nearly 5 hours of that time spent on initial pre-screen activities.

Implementing Blooma resulted in a 55% reduction in time-to-close, specifically cutting deal screening time to less than 1 hour.



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## Customer Dissatisfaction

Slow and cumbersome lending processes can lead to dissatisfied borrowers who may seek more streamlined and customer-centric services from other lenders.

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## Improved Customer Experience

According to Salesforce, 73% of customers expect companies to understand their needs and expectations. Data-driven lending allows lenders to personalize loan offers, provide better customer service, and offer more competitive terms based on a deeper understanding of borrowers' financial profiles and preferences.



### Addressing longstanding technical debt

Real estate, now comprising almost two-thirds of global assets, lacks significant technological advancement, with 61% still using outdated systems. Despite intentions to modernize, successful implementation is challenging. Moreover, up to 73% of industry data remains unused, presenting opportunities for leaders to capitalize on valuable information.

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## Lack of Competitive Edge

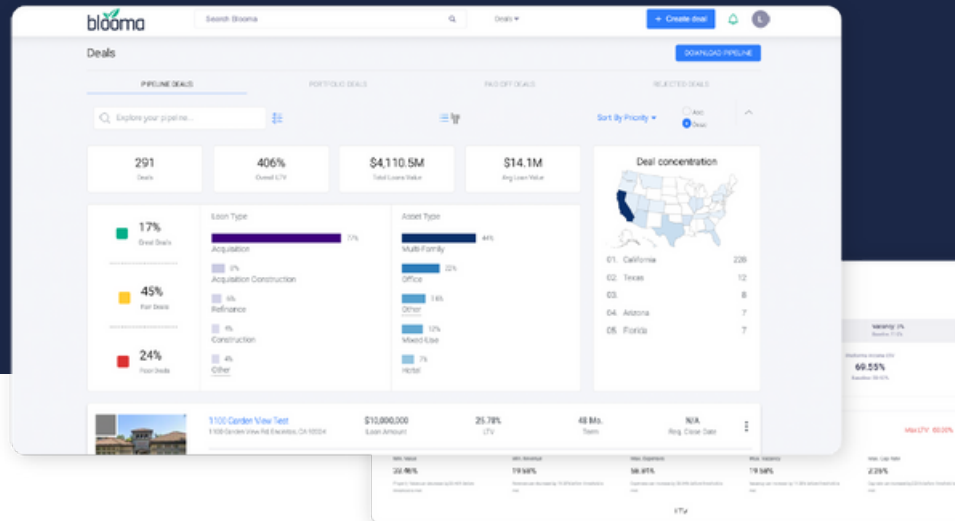
In an increasingly digital and data-centric landscape, lenders who do not embrace automation and data-driven practices may fall behind competitors offering faster, more efficient, and personalized services.

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## Lead the Pack with Digital Transformation

A survey by Altus Group revealed that robust data and analytics are increasingly seen as essential rather than unique in the CRE industry. Respondents, aiming to distinguish themselves, prioritize developing these capabilities, citing gaining competitive advantages as their main reason for investing in data science and analytics.

# Unlock the Benefits of Blooma



## Personalized Deal Score

The Blooma Deal Score is based on your unique user profile and reflects how your deal maps to chosen data parameters. Create multiple profiles to see how your deals stack up.



## Valuations

Blooma calculates property valuations using Direct Capitalization, Discounted Cash Flow (NPV), and Sales Comparison valuation methods. Build as many valuations as you need, with speed, accuracy, and ease.



## Comparables

Get comprehensive data to make informed investment decisions. With one click you can view the entire list of sales and lease comps that have been returned and scored by the system, and easily build out a comp set that reflects the market value of your subject property.



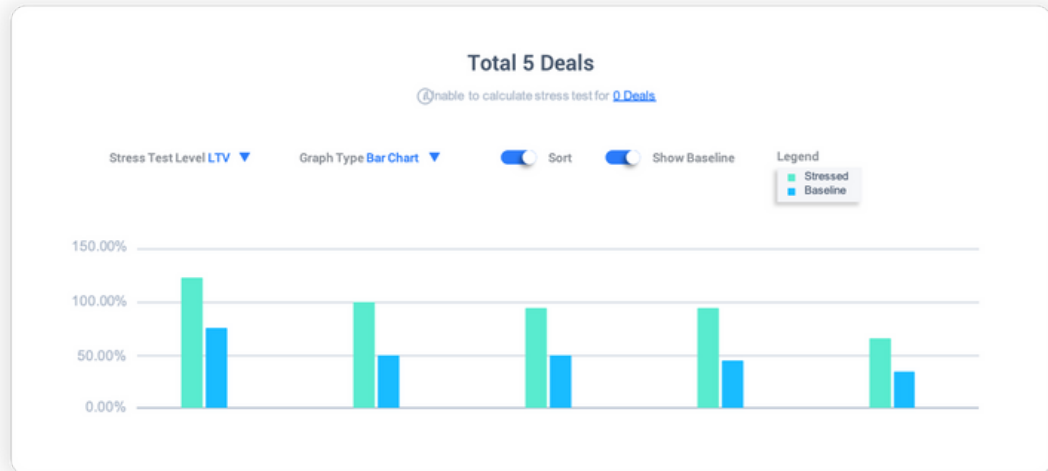
## Global Financials

Along with the parsing and analysis of property-level financials, Blooma supports the analysis of Borrower, Sponsor, and Guarantor financials. This includes the automated parsing and spreading of financial documents. Get detailed insight into the cash flow, net worth, and liquidity support for a deal.



## Stress Testing

In Blooma, you have the ability to run stress tests at the deal and portfolio level to identify areas of heightened risk. Adjust revenue, expenses, cap rate, vacancy, and interest rates to analyze effects on DSCR, Debt Yield, and LTV.



**Visualize your baseline vs. stressed scenario across your entire portfolio. Toggle between LTV, DSCR, and debt yield.**



## Models & Forecasting

Data parsed from financial documents dynamically flows into models built out in the system, allowing you to model market, actuals, and proforma assumptions in a snap.

Give your loan portfolio the edge it needs with Blooma's portfolio monitoring software. With automated monitoring capabilities, intuitive dashboards, and visual analytics tools at your fingertips, staying informed about your loan performance and taking proactive measures to improve outcomes has never been easier.





CRE DIFFERENTLY

# Faster insights. Smarter decisions.

Eliminate manual tasks and discover a modern way to underwrite and monitor commercial real estate loans.

[LEARN MORE](#)