

# Home Mortgage Lending In Cuyahoga County In 2019

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**Including a 4-Year Review of 3 Lenders With Community Benefits Agreements:  
Fifth Third Bank, Huntington Bank and KeyBank**

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# Scope of The Research

## Home Mortgage Lending

● **2019 Data**: Analysis of action taken by 373 lenders nationwide that received 26,348 applications for loans on property in Cuyahoga County meeting these criteria:

- 1-4 Family homes (multifamily > 4 excluded),
- Home purchase and home repair (refinance excluded),
- Original loan transactions only, i.e. excludes the subsequent purchase of a loan by another lender.

● **2016-2017-2018-2019 Data**: The lending record of 3 banks with Community Benefits Agreements (CBAs) over 4 years is noted: Fifth Third Bank, Huntington Bank, KeyBank.

# Data Sources

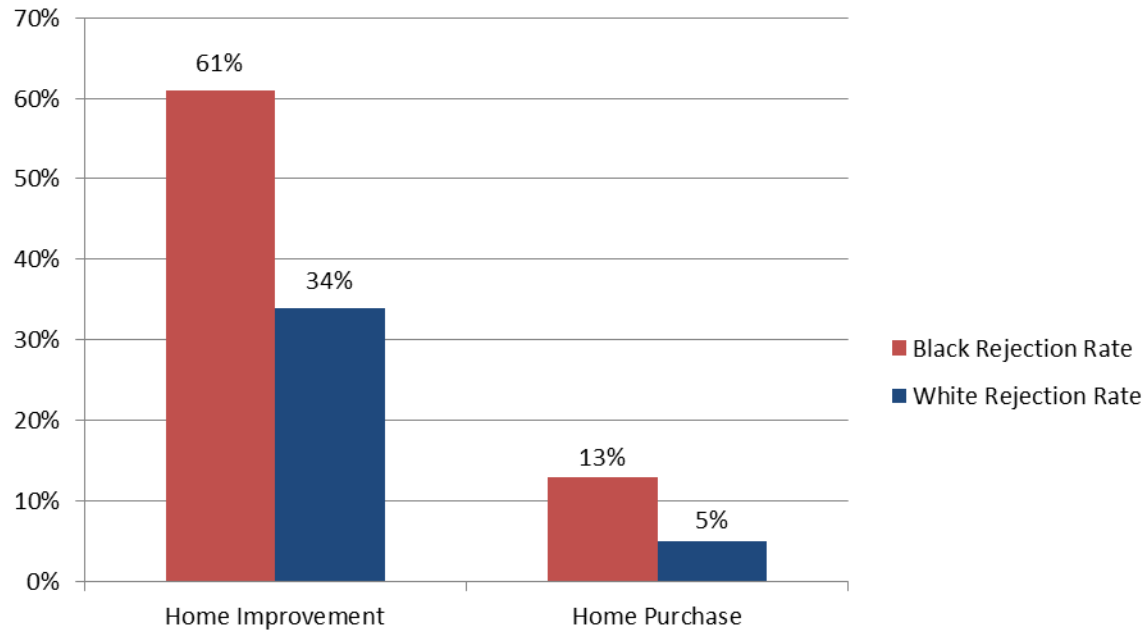
- **2016, 2017, 2018 and 2019 Home Mortgage Disclosure Act (HMDA) data from Federal Financial Institutions Examination Council (FFIEC) and NEO CANDO at Case Western Reserve University (CWRU).**
- **Low and moderate income data from US Census 5-year estimate (2013-17). Income definitions from Code of Federal Regulations: 12 C.F.R. Section 228.12(m).**

# **Lenders with Community Benefits Agreements (CBA)**

- **Fifth Third Bank (\$32 Billion, 2016 through 2020)**
- **KeyBank (\$16.5 Billion, 2017 through 2021)**
- **Huntington Bank, (\$16.1 Billion, 2017 through 2021)**

# **County-Wide Lending By Race and Loan Type**

## Home Mortgage Loan Rejection Rates 2019 Cuyahoga County - 1 to 4 Family Homes



Source: Federal Financial Institutions Examination Council (FFIEC) and NEO CANDO at Case Western Reserve University.  
Excludes loans that a lender purchased from another bank.

In 2019 Black borrowers who applied for loans were rejected significantly more often than White borrowers. The disparity was found with both home purchase loans and home improvement loans. Similar trends were observed in previous published analysis of 2017 lending data [https://www.wrlandconservancy.org/wp-content/uploads/2019/07/Cuyahoga-Housing-Trends-2019\\_7-30-19.pdf](https://www.wrlandconservancy.org/wp-content/uploads/2019/07/Cuyahoga-Housing-Trends-2019_7-30-19.pdf) and 2018 lending data [https://www.wrlandconservancy.org/wp-content/uploads/2019/12/Cuyahoga-Home-Mortgage-Lending\\_12-22-19.pdf](https://www.wrlandconservancy.org/wp-content/uploads/2019/12/Cuyahoga-Home-Mortgage-Lending_12-22-19.pdf).

# Does Borrower Income Have An Impact On Rejection Rates?

*Cuyahoga Median Income = \$63,764 per US Census 5-Year Estimate (2013-2017).*

*High Income = more than \$76,517 ( $\geq 120\%$  median).*

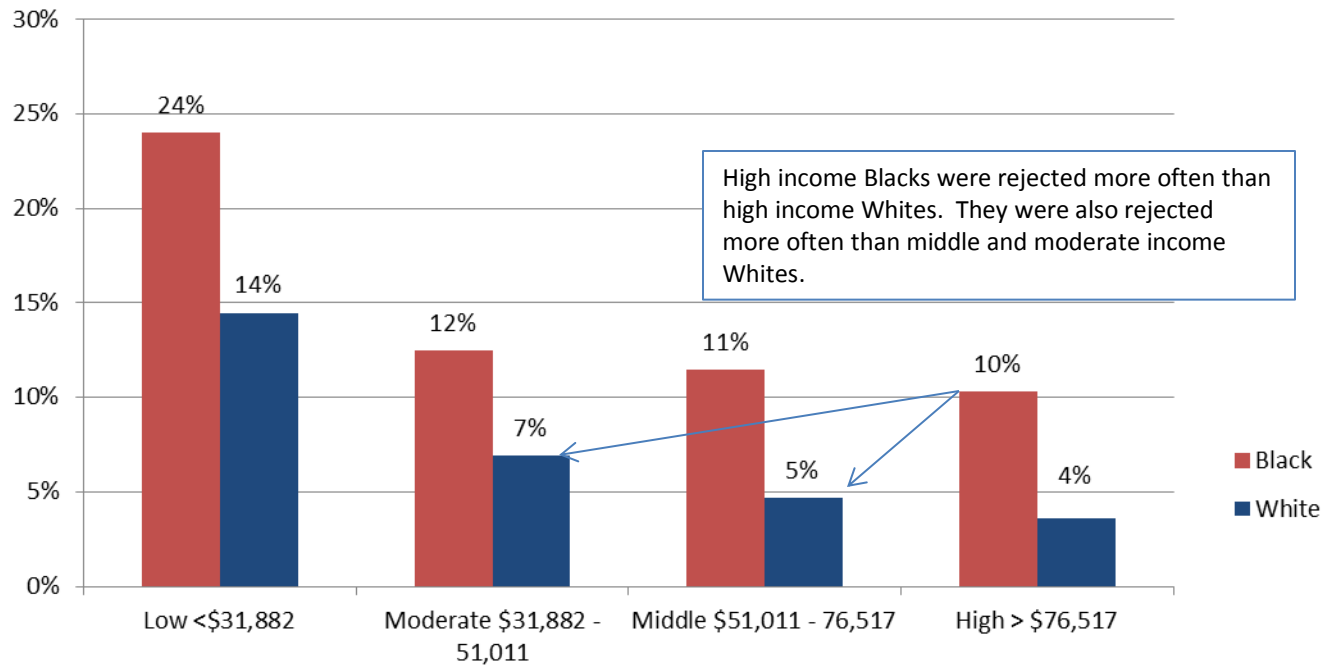
*Middle Income = \$51,011 to \$76,516 ( $\geq 80\%$  but  $< 120\%$  median).*

*Moderate Income = \$31,882 to \$51,011 ( $\geq 50\%$  but  $< 80\%$  median).*

*Low Income = less than \$31,882 ( $< 50\%$  median).*

Income definitions: 12C.F.R. Section 228.12(m). <https://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=1551a215690d597cc181768b24f1d2b2&rgn=div8&view=text&node=12:3.0.1.1.9.1.8.2&idno=12>

## Home Purchase Loan Rejection Rates For White and Black Applicants - By Income Cuyahoga County 2019



Source: Federal Financial Institutions Examination Council (FFIEC), 2017 US Census and NEO CANDO at Case Western Reserve University.

Cuyahoga median income = \$63,764 per US Census 2017 - 5 year estimate (2013-2017).

Low <50% median. Moderate ≥50% but <80% median. Middle ≥80% but <120% median. High ≥120% median.

Applications for home purchase loans on 1-4 family dwellings.

When borrower income is taken into consideration, we see that rejection rates for both groups tend to decrease as incomes increase, however, Black borrowers in Cuyahoga County are denied loans more often than White borrowers at all income levels. This remains true even as incomes increase. Not only are high income Black borrowers denied loans more frequently than high income White borrowers, they are also denied loans more often than middle and moderate income White borrowers. This finding has been consistent for the past several years. 8



# Top 40 lenders in 2019 (1-4 family, home purchase and home improvement) by application volume

1	Huntington Bank	2383
2	Third Federal S&L	2199
3	KeyBank	1437
4	CrossCounty Mortgage	1425
5	Howard Hanna Mortgage	1248
6	Fifth Third Bank	1205
7	PNC Bank	1166
8	Citizens Bank	1105
9	Quicken Loans	959
10	First Federal S&L Lakewood	936
11	Chase Bank	703
12	Dollar Bank	666
13	US Bank	567
14	Fairway Ind Mortgage	514
15	First National Bank Of Pa	426
16	Wells Fargo Bank	417
17	Liberty Home Mortgage Corp	341
18	Union Capital Mortgage	327
19	Union Home Mortgage Company	307
20	Navy Fed Credit Union	289

21	American Midwest Mortgage Corp.	287
22	United Shore Financial Services Llc	251
23	Lendus Llc Dba Rpm Mortgage	250
24	Bank Of America	232
25	Goldwater Bank National Association	223
26	Nations Lending Corporation	218
27	Freedom Mortgage	206
28	Mortgage Research Center	183
29	Amerifirst Financial Corporation	171
30	Usaa Federal Savings Bank	169
31	Gold Star Mortgage Financial Group	157
32	Discover Bank	149
33	Primelending	130
34	Reliance First Capital Llc	130
35	Home Point Financial Corporation	128
36	New rez Llc	125
37	Chemical Bank	115
38	Loandepot	113
39	Flagstar Bank	109
40	Lendingone Llc	108

# Top 15 Home Purchase Lenders In The Following Regions

- **County-Wide**
- **Cleveland** *31 of 34 neighborhoods are low or moderate income.*
- **East Side of Cleveland** *80% Black population and 19 of 20 neighborhoods are low or moderate income.*
- **East Inner Suburbs** *52% Black population and 4 of 11 suburbs are low or moderate income.*

**Top 15 Lenders That Made Home Purchase Loans on 1-4 Family Homes  
In Cuyahoga County in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
Third Federal S&L	1685	1421	84%	296,995,000	250,615,000	84%
CrossCounty Mortgage	1425	1103	77%	219,935,000	171,385,000	78%
Howard Hanna Mortgage	1248	1034	83%	236,190,000	197,340,000	84%
<b>Huntington Bank</b>	<b>1205</b>	<b>924</b>	<b>77%</b>	<b>208,375,000</b>	<b>169,160,000</b>	<b>81%</b>
First Federal S&L Lakewood	928	748	81%	189,600,000	153,490,000	81%
Quicken Loans	937	698	74%	142,925,000	108,770,000	76%
<b>Fifth Third Bank</b>	<b>717</b>	<b>552</b>	<b>77%</b>	<b>128,835,000</b>	<b>100,650,000</b>	<b>78%</b>
<b>KeyBank</b>	<b>594</b>	<b>419</b>	<b>71%</b>	<b>122,880,000</b>	<b>93,575,000</b>	<b>76%</b>
Fairway Ind Mortgage	513	416	81%	64,485,000	52,590,000	82%
PNC Bank	517	350	68%	88,685,000	60,170,000	68%
Chase Bank	489	349	71%	98,645,000	72,535,000	74%
Citizens Bank	477	346	73%	76,365,000	57,490,000	75%
Union Home Mortgage Company	301	247	82%	42,255,000	34,105,000	81%
First National Bank Of Pa	314	243	77%	84,690,000	61,065,000	72%
American Midwest Mortgage	287	228	79%	40,145,000	31,160,000	78%
<b>Top 15 Total</b>	<b>11637</b>	<b>9078</b>	<b>78%</b>	<b>2,041,005,000</b>	<b>1,614,100,000</b>	<b>79%</b>

County-wide the top home purchase lenders were Third Federal and Howard Hanna, with a new lender emerging in the market – CrossCounty. Huntington is a close fourth. Huntington was also the top lender among the three banks with Community Benefits Agreements (CBAs).

**Top 15 Lenders That Made Home Purchase Loans on 1-4 Family Homes  
In City of Cleveland in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>Huntington Bank</b>	<b>269</b>	<b>195</b>	<b>72%</b>	<b>42,205,000</b>	<b>35,155,000</b>	<b>83%</b>
CrossCounty Mortgage	240	187	78%	29,810,000	23,845,000	80%
First Federal S&L Lakewood	207	165	80%	32,625,000	25,585,000	78%
Third Federal S&L	187	146	78%	27,765,000	21,990,000	79%
Howard Hanna Mortgage	153	123	80%	22,885,000	18,255,000	80%
Quicken Loans	159	98	62%	18,075,000	11,990,000	66%
<b>KeyBank</b>	<b>130</b>	<b>90</b>	<b>69%</b>	<b>16,700,000</b>	<b>13,100,000</b>	<b>78%</b>
<b>Fifth Third Bank</b>	<b>129</b>	<b>87</b>	<b>67%</b>	<b>14,135,000</b>	<b>9,335,000</b>	<b>66%</b>
PNC Bank	120	77	64%	14,050,000	9,205,000	66%
Citizens Bank	95	66	69%	11,295,000	8,790,000	78%
Lendus Llc DbA Rpm Mortgage	80	63	79%	6,760,000	5,395,000	80%
Fairway Ind Mortgage	77	52	68%	7,775,000	5,090,000	65%
US Bank	69	52	75%	5,845,000	4,060,000	69%
Dollar Bank	81	51	63%	8,075,000	4,635,000	57%
Goldwater Bank National Assoc	67	50	75%	5,045,000	3,980,000	79%
<b>Top 15 Total</b>	<b>2063</b>	<b>1502</b>	<b>73%</b>	<b>263,045,000</b>	<b>200,410,000</b>	<b>76%</b>

In the City of Cleveland, where 31 of 34 neighborhoods are low or moderate income, Huntington was the leading home purchase lender followed by CrossCountry, First Federal of Lakewood, Third Federal, Howard Hanna and Quicken Loans. CBA lenders KeyBank and Fifth Third ranked 7<sup>th</sup> and 8<sup>th</sup> respectively.

**Top 15 Lenders That Made Home Purchase Loans on 1-4 Family Homes  
In the East Side of Cleveland in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
CrossCountry Mortgage	82	62	76%	9,410,000	7,370,000	78%
<b>Huntington Bank</b>	<b>74</b>	<b>48</b>	<b>65%</b>	<b>12,010,000</b>	<b>10,230,000</b>	<b>85%</b>
Third Federal S&L	46	32	70%	5,480,000	3,750,000	68%
First Federal S&L Lakewood	27	22	81%	2,835,000	2,450,000	86%
Stifel Bank & Trust	24	22	92%	1,250,000	1,120,000	90%
American Midwest Mortgage C	25	19	76%	1,995,000	1,525,000	76%
Fairway Ind Mortgage	24	17	71%	2,010,000	1,475,000	73%
<b>KeyBank</b>	<b>26</b>	<b>17</b>	<b>65%</b>	<b>3,750,000</b>	<b>3,205,000</b>	<b>85%</b>
PNC Bank	32	16	50%	2,890,000	1,280,000	44%
US Bank	18	14	78%	1,330,000	940,000	71%
Quicken Loans	28	13	46%	2,570,000	1,455,000	57%
<b>Fifth Third Bank</b>	<b>19</b>	<b>12</b>	<b>63%</b>	<b>1,325,000</b>	<b>710,000</b>	<b>54%</b>
Northwest Bank	14	12	86%	2,330,000	2,050,000	88%
Dollar Bank	14	10	71%	1,200,000	660,000	55%
MyCUMortgage	15	10	67%	915,000	650,000	71%
<b>Top 15 Total</b>	<b>468</b>	<b>326</b>	<b>70%</b>	<b>51,300,000</b>	<b>38,870,000</b>	<b>76%</b>

In the East Side of City of Cleveland, where 19 of 20 neighborhoods are low or moderate income, and the population is 80% African American, CrossCountry emerged as the leading home purchase lender with more than twice the loans of any other lender. In 2018 Huntington had been the leading lender; they are still a top lender in the East Side but they are now second. KeyBank moved up to 8<sup>th</sup> from being 13<sup>th</sup> one year ago. Fifth Third dropped to 12<sup>th</sup> from being 9<sup>th</sup> one year ago.

**Top 15 Lenders That Made Home Purchase Loans on 1-4 Family Homes  
In the East Inner Suburbs in 2019  
Sorted by Loans Made**

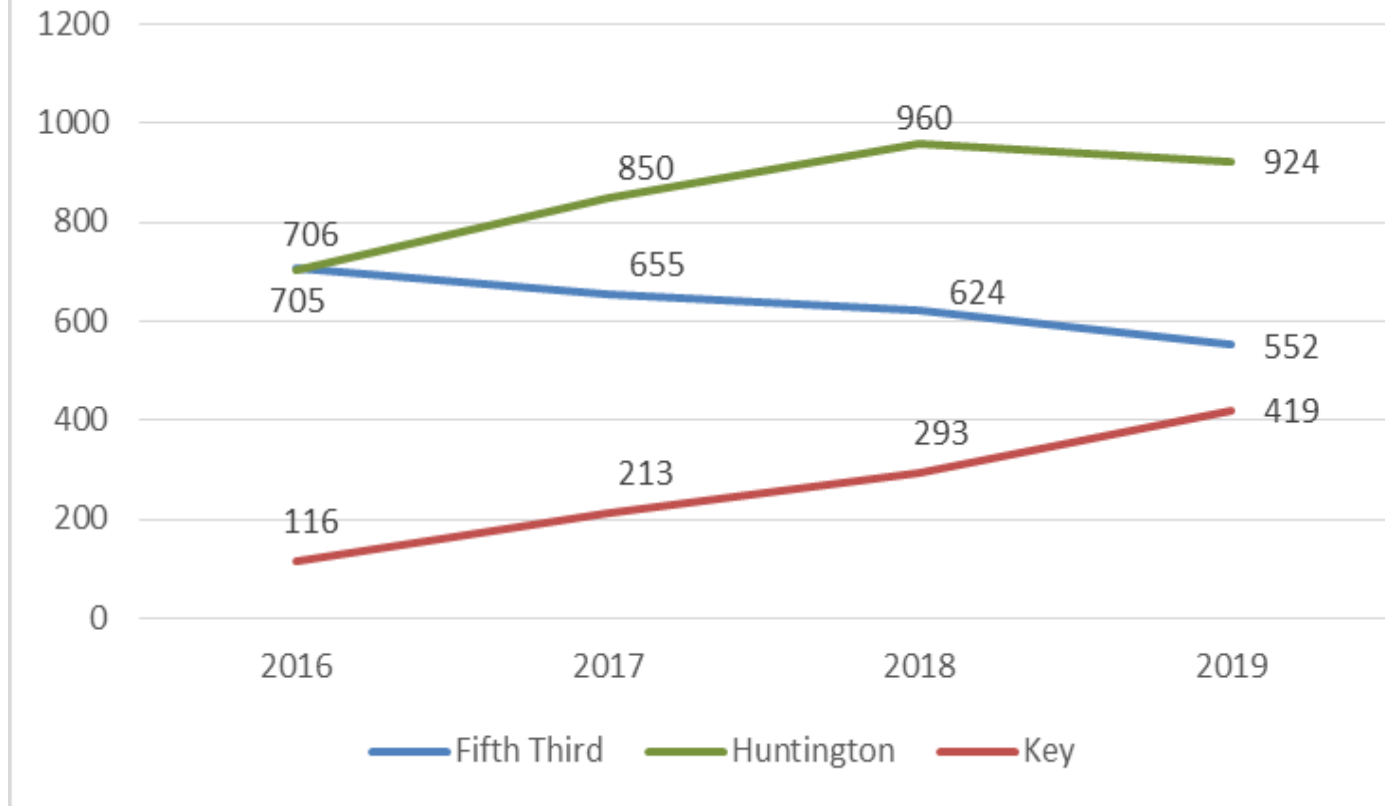
Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
CrossCountry Mortgage	318	246	77%	39,420,000	31,060,000	79%
Howard Hanna Mortgage	254	217	85%	46,370,000	40,385,000	87%
<b>Huntington Bank</b>	<b>262</b>	<b>187</b>	<b>71%</b>	<b>33,320,000</b>	<b>24,865,000</b>	<b>75%</b>
Fairway Ind Mortgage	189	156	83%	18,315,000	15,030,000	82%
Quicken Loans	201	145	72%	23,205,000	16,855,000	73%
Third Federal S&L	138	108	78%	20,010,000	15,870,000	79%
First Federal S&L Lakewood	96	77	80%	15,500,000	12,325,000	80%
<b>Fifth Third Bank</b>	<b>82</b>	<b>65</b>	<b>79%</b>	<b>11,120,000</b>	<b>8,065,000</b>	<b>73%</b>
American Midwest Mortgage C	82	64	78%	9,230,000	7,000,000	76%
<b>KeyBank</b>	<b>101</b>	<b>62</b>	<b>61%</b>	<b>16,395,000</b>	<b>10,920,000</b>	<b>67%</b>
Chase Bank	73	56	77%	11,475,000	9,570,000	83%
Union Home Mortgage Compar	70	55	79%	6,240,000	4,665,000	75%
Citizens Bank	75	50	67%	7,905,000	5,840,000	74%
Liberty Home Mortgage Corp	75	48	64%	9,405,000	6,060,000	64%
Dollar Bank	67	47	70%	6,815,000	4,735,000	69%
<b>Top 15 Total</b>	<b>2083</b>	<b>1583</b>	<b>76%</b>	<b>274,725,000</b>	<b>213,245,000</b>	<b>78%</b>

In the East Inner Suburbs, where 4 of 11 suburbs are low or moderate income, and 52% of the population is African American, CrossCountry is now the leading lender, followed by Howard Hanna and Huntington. Since 2018 KeyBank increased its lending in the East Inner Suburbs; they were not in the top 15 in 2018 and are now ranked 10<sup>th</sup>. Fifth Third ranked 8<sup>th</sup> in 2018 and is ranked 8<sup>th</sup> 14 again in 2019.

# **CBA Lenders - Home Purchase Lending**

**2016 – 2017 – 2018 – 2019**

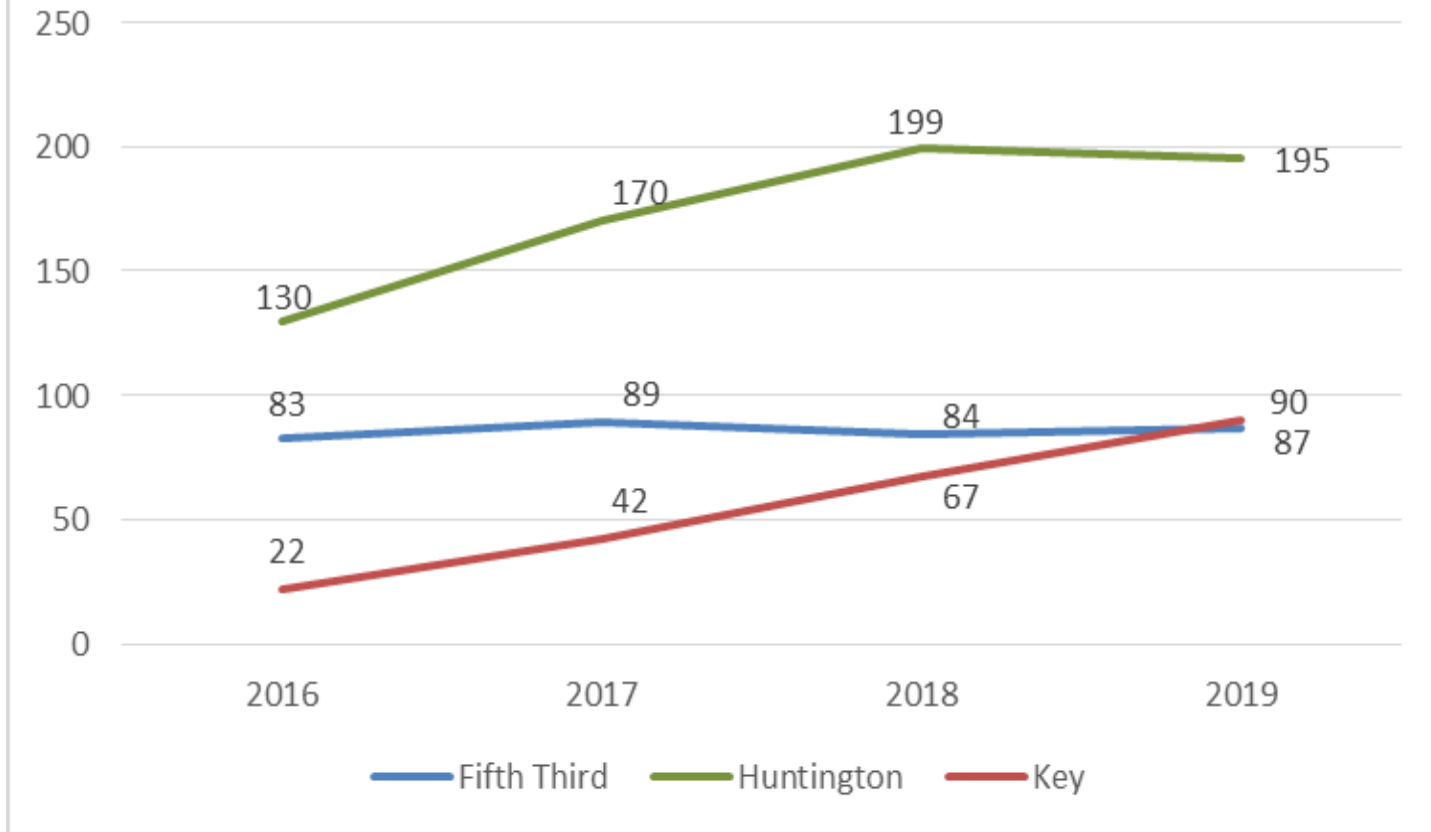
## Home Purchase Loans - Cuyahoga County CBA Lenders 2016-2017-2018-2019



KeyBank has steadily been increasing its lending in Cuyahoga County over the period of its CBA agreement, and as the next slides will show, this increase is also seen in the sub-regions studied. Among the three banks with CBA agreements, Huntington is the leader making nearly double the loans made by the other two CBA lenders in Cuyahoga County. County-wide, Fifth Third's home purchase lending has continued to decline throughout the term of their CBA agreement, which ends in December of this year (2020). In 2016 Huntington and Fifth Third's home purchase lending production was virtually tied; two years later Huntington's loan production has increased significantly while Fifth Third's has declined. This disparity continues in the sub-region slides that follow.

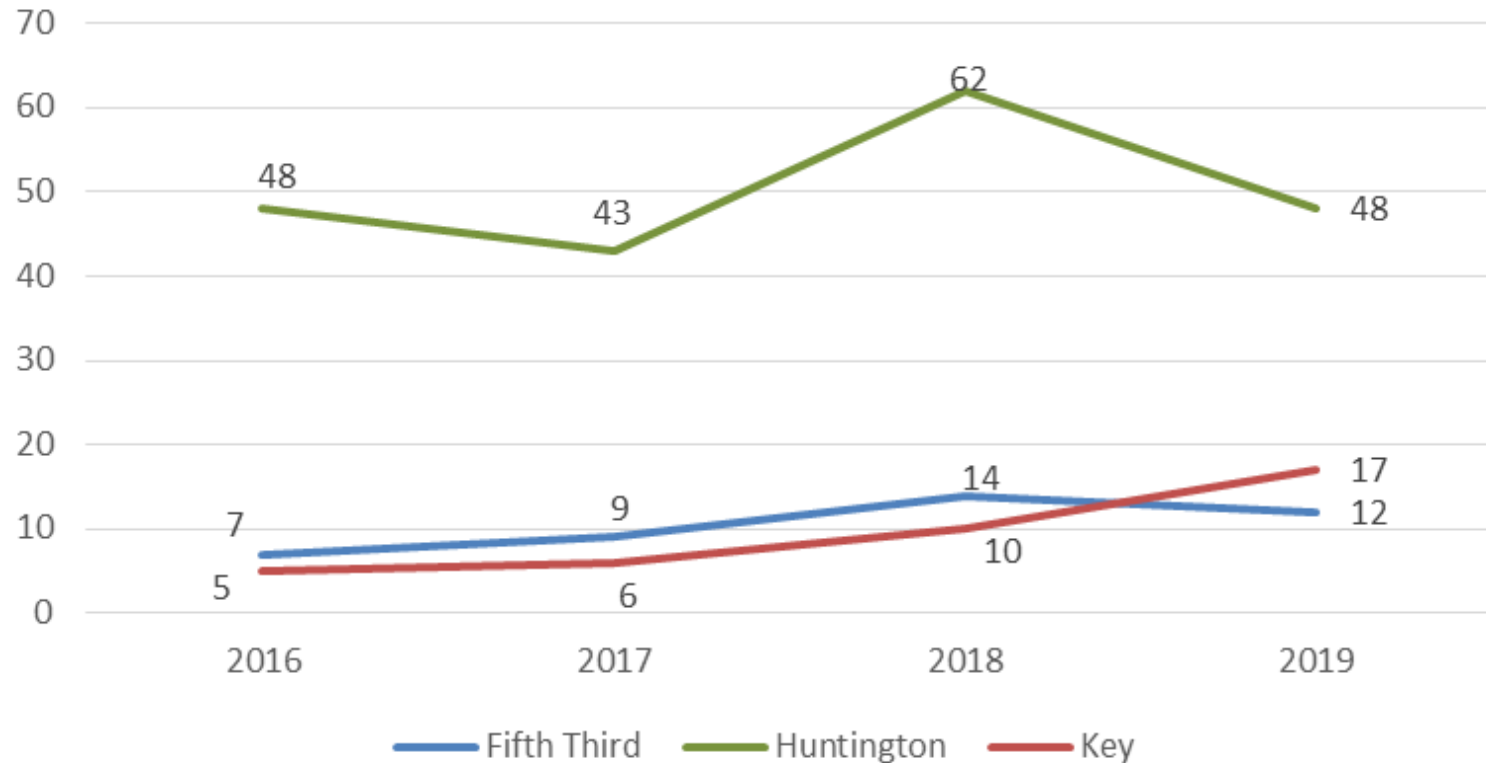


## Home Purchase Loans - Cleveland CBA Lenders 2016-2017-2018-2019



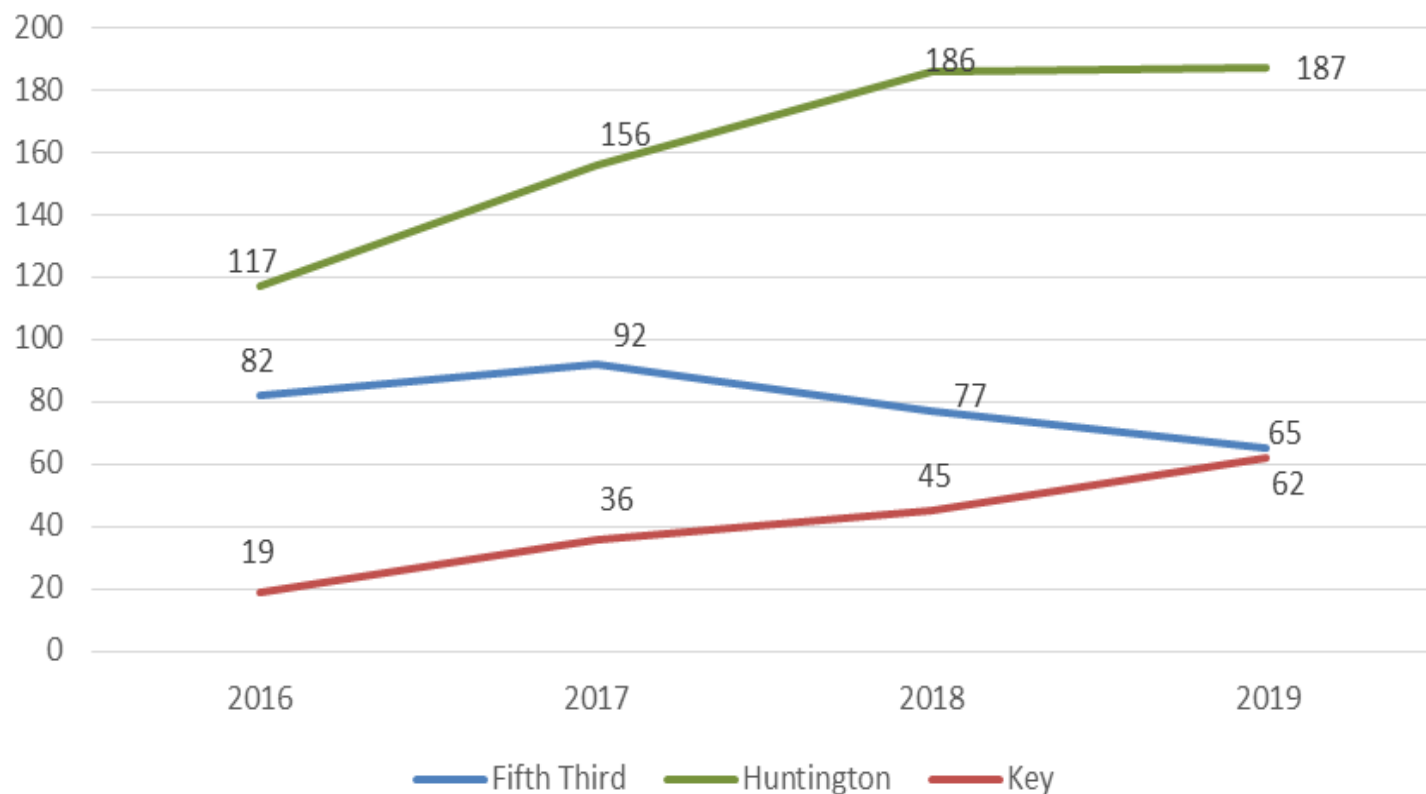
In the City of Cleveland, where more than 90% of the neighborhoods are low or moderate income, KeyBank has steadily increased their home purchase lending over the past 4 years. Huntington continues to be the leader among the three CBA lenders with a loan output that is double that of KeyBank and Fifth Third. Fifth Third has made no improvement in Cleveland home purchase lending during the term of its Community Benefits Agreement.

## Home Purchase Loans - East Side of Cleveland CBA Lenders 2016-2017-2018-2019



In the East side of Cleveland, where more than 95% of the neighborhoods are low or moderate income, and 80% of the population is African American, Huntington is among the top lenders among all lenders and is the top lender among the 3 lenders with CBA Agreements. However, Huntington's output dropped from its peak in 2018. Fifth Third and KeyBank each showed some small gains in lending to the East Side of Cleveland over the past 4 years although their output is about 1/3 that of Huntington.

## Home Purchase Loans - East Inner Suburbs CBA Lenders 2016-2017-2018-2019



In the East Inner Suburbs, where more than 36% of the neighborhoods are low or moderate income, and 52% of the population is African American, Huntington made significant gains in home purchase loan production from 2016 to 2018, and has held a peak level for 2019. KeyBank's home purchase lending has shown continuous improvement over the past 4 years, although it's volume of lending was still relatively low compared to Huntington. Fifth Third's home purchase lending in the East Inner Suburbs declined during this period, and, if the trends continue, will drop below KeyBank's volume next year.

# Top 15 Home Improvement Lenders In The Following Regions

- **County-Wide**
- **Cleveland** *31 of 34 neighborhoods are low or moderate income.*
- **East Side of Cleveland** *80% Black population and 19 of 20 neighborhoods are low or moderate income.*
- **East Inner Suburbs** *52% Black population and 4 of 11 suburbs are low or moderate income.*

**Top 15 Lenders That Made Home Improvement Loans on 1-4 Family Homes  
In Cuyahoga County in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>Huntington Bank</b>	<b>1178</b>	<b>564</b>	<b>48%</b>	<b>83,480,000</b>	<b>41,300,000</b>	<b>49%</b>
<b>KeyBank</b>	<b>843</b>	<b>456</b>	<b>54%</b>	<b>38,155,000</b>	<b>21,210,000</b>	<b>56%</b>
PNC Bank	649	346	53%	41,785,000	24,100,000	58%
Third Federal S&L	514	292	57%	26,100,000	14,700,000	56%
Citizens Bank	628	268	43%	43,670,000	20,290,000	46%
<b>Fifth Third Bank</b>	<b>488</b>	<b>238</b>	<b>49%</b>	<b>29,290,000</b>	<b>14,550,000</b>	<b>50%</b>
Dollar Bank	357	195	55%	15,595,000	8,855,000	57%
US Bank	305	73	24%	16,845,000	4,985,000	30%
First National Bank Of Pa	112	71	63%	12,500,000	8,025,000	64%
Union Capital Mortgage	69	56	81%	16,165,000	13,880,000	86%
Chase Bank	214	55	26%	14,240,000	3,575,000	25%
Royal United Mortgage	28	20	71%	2,180,000	1,610,000	74%
Navy Fed Credit Union	59	18	31%	2,725,000	800,000	29%
Wells Fargo Bank	132	16	12%	6,520,000	840,000	13%
Ohio Catholic Fed Credit Unio	25	13	52%	1,215,000	515,000	42%
<b>Top 15 Total</b>	<b>5601</b>	<b>2681</b>	<b>48%</b>	<b>350,465,000</b>	<b>179,235,000</b>	<b>51%</b>

County-wide Huntington is now the top home improvement lender, surpassing KeyBank whose home improvement lending declined during the past year. PNC and Third Federal are 3<sup>rd</sup> and 4<sup>th</sup> respectively. The third CBA lender, Fifth Third, ranked 6<sup>th</sup> in this list of top 15.

**Top 15 Lenders That Made Home Improvement Loans on 1-4 Family Homes  
In City of Cleveland in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>KeyBank</b>	<b>238</b>	<b>98</b>	<b>41%</b>	<b>10,980,000</b>	<b>5,190,000</b>	<b>47%</b>
<b>Huntington Bank</b>	<b>267</b>	<b>88</b>	<b>33%</b>	<b>12,735,000</b>	<b>4,470,000</b>	<b>35%</b>
Citizens Bank	161	49	30%	8,265,000	2,705,000	33%
Third Federal S&L	78	34	44%	3,000,000	1,360,000	45%
PNC Bank	118	33	28%	4,350,000	1,615,000	37%
Dollar Bank	90	32	36%	2,840,000	1,100,000	39%
<b>Fifth Third Bank</b>	<b>79</b>	<b>19</b>	<b>24%</b>	<b>3,175,000</b>	<b>605,000</b>	<b>19%</b>
US Bank	75	7	9%	2,645,000	395,000	15%
Chase Bank	52	6	12%	2,080,000	270,000	13%
Royal United Mortgage	9	5	56%	645,000	355,000	55%
Union Capital Mortgage	7	5	71%	1,285,000	815,000	63%
Navy Fed Credit Union	24	4	17%	910,000	190,000	21%
First National Bank Of Pa	5	3	60%	335,000	285,000	85%
Quicken Loans	8	3	38%	780,000	535,000	69%
Chemical Bank	3	2	67%	195,000	160,000	82%
<b>Top 15 Total</b>	<b>1214</b>	<b>388</b>	<b>32%</b>	<b>54,220,000</b>	<b>20,050,000</b>	<b>37%</b>

In the City of Cleveland, where 31 of 34 neighborhoods are low or moderate income, KeyBank and Huntington were the top home improvement lenders followed by Citizens, Third Federal, PNC, Dollar, Fifth Third and US Bank.

**Top 15 Lenders That Made Home Improvement Loans on 1-4 Family Homes  
In East Side of Cleveland in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>Huntington Bank</b>	<b>129</b>	<b>29</b>	<b>22%</b>	<b>5,315,000</b>	<b>1,295,000</b>	<b>24%</b>
<b>KeyBank</b>	<b>97</b>	<b>27</b>	<b>28%</b>	<b>4,055,000</b>	<b>1,435,000</b>	<b>35%</b>
Citizens Bank	61	15	25%	2,525,000	675,000	27%
PNC Bank	64	11	17%	1,870,000	435,000	23%
Dollar Bank	32	7	22%	970,000	225,000	23%
Third Federal S&L	32	7	22%	1,100,000	235,000	21%
<b>Fifth Third Bank</b>	<b>35</b>	<b>6</b>	<b>17%</b>	<b>1,285,000</b>	<b>150,000</b>	<b>12%</b>
Chase Bank	31	3	10%	1,055,000	135,000	13%
Navy Fed Credit Union	19	3	16%	685,000	135,000	20%
Royal United Mortgage	5	2	40%	365,000	140,000	38%
Signature Federal Credit Union	2	2	100%	200,000	200,000	100%
US Bank	32	2	6%	1,260,000	160,000	13%
Baxter Credit Union	2	1	50%	80,000	35,000	44%
Chemical Bank	1	1	100%	125,000	125,000	100%
Paramount Residential Mortgage	1	1	100%	35,000	35,000	100%
<b>Top 15 Total</b>	<b>543</b>	<b>117</b>	<b>22%</b>	<b>20,925,000</b>	<b>5,415,000</b>	<b>26%</b>

In the East Side of City of Cleveland, where 19 of 20 neighborhoods are low or moderate income, and 80% of the population is African American, Huntington and KeyBank were virtually tied as the leading home improvement lenders, followed by Citizens, PNC, Dollar, Third Federal and Fifth Third. After that the numbers become much lower. There continues to be a significant unmet home repair lending need in the East Side of Cleveland.

**Top 15 Lenders That Made Home Improvement Loans on 1-4 Family Homes  
In East Inner Suburbs in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>KeyBank</b>	<b>184</b>	<b>104</b>	<b>57%</b>	<b>8,340,000</b>	<b>4,930,000</b>	<b>59%</b>
<b>Huntington Bank</b>	<b>178</b>	<b>68</b>	<b>38%</b>	<b>11,350,000</b>	<b>4,010,000</b>	<b>35%</b>
PNC Bank	96	39	41%	5,060,000	1,815,000	36%
Third Federal S&L	60	28	47%	3,110,000	1,660,000	53%
Citizens Bank	73	21	29%	4,005,000	1,415,000	35%
<b>Fifth Third Bank</b>	<b>45</b>	<b>20</b>	<b>44%</b>	<b>2,065,000</b>	<b>920,000</b>	<b>45%</b>
Dollar Bank	34	13	38%	1,140,000	485,000	43%
US Bank	56	13	23%	2,580,000	705,000	27%
Royal United Mortgage	11	8	73%	775,000	550,000	71%
Chase Bank	29	7	24%	2,555,000	315,000	12%
First National Bank Of Pa	10	5	50%	1,580,000	1,065,000	67%
Navy Fed Credit Union	17	5	29%	785,000	185,000	24%
Union Capital Mortgage	7	5	71%	1,065,000	715,000	67%
Bank Of America	9	3	33%	405,000	215,000	53%
Homebridge Financial Services	3	3	100%	335,000	335,000	100%
<b>Top 15 Total</b>	<b>812</b>	<b>342</b>	<b>42%</b>	<b>45,150,000</b>	<b>19,320,000</b>	<b>43%</b>

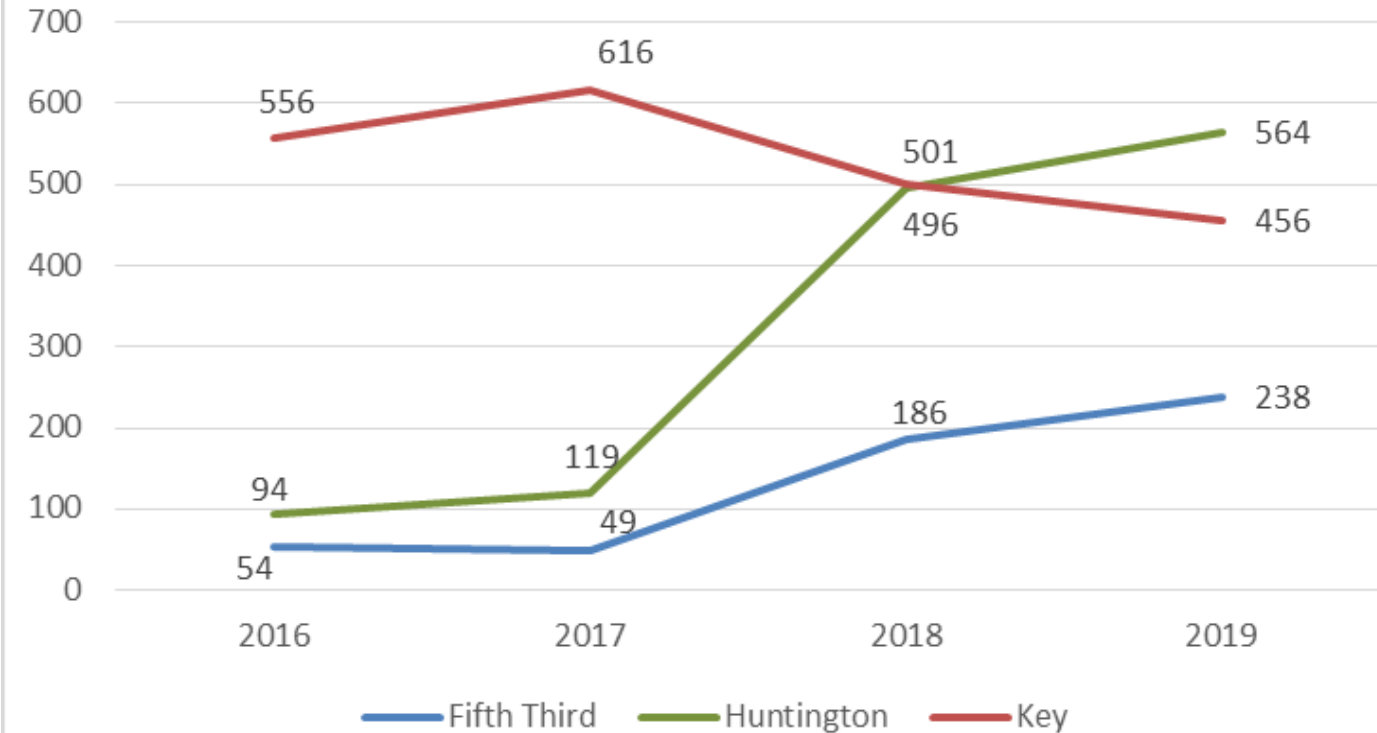
In the East Inner Suburbs, where 4 of 11 suburbs are low or moderate income, and the population is 52% African American, the top home improvement lender was KeyBank followed by Huntington. PNC and Third Federal ranked 3<sup>rd</sup> and 4<sup>th</sup>. The third CBA lender, Fifth Third, ranked 6<sup>th</sup> in this list of the top 15. Overall, with the exception of KeyBank and Huntington, the number of home improvement loans is low. There is likely a significant unmet home repair lending need in the East Inner Suburbs.



# **CBA Lenders - Home Repair Lending**

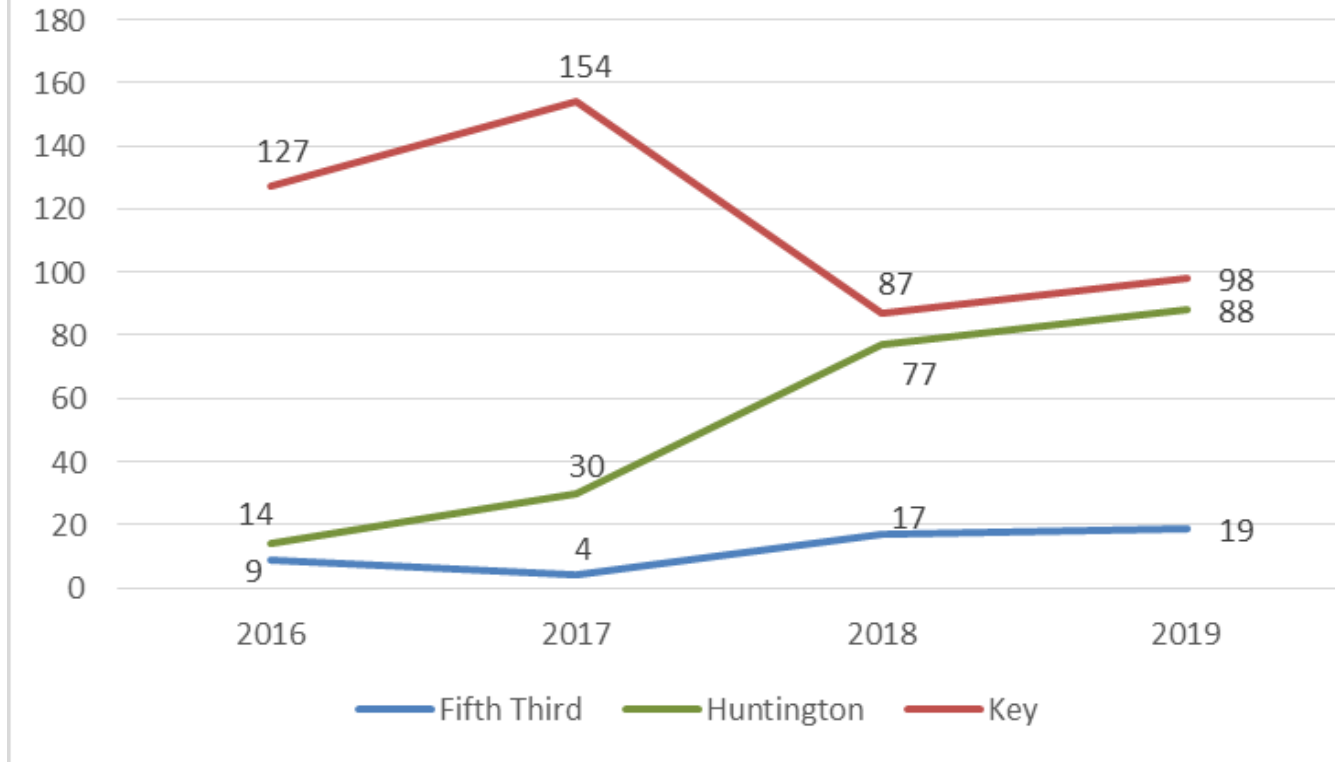
**2016 – 2017 – 2018 -2019**

## Home Repair Loans - Cuyahoga County CBA Lenders 2016-2017-2018-2019



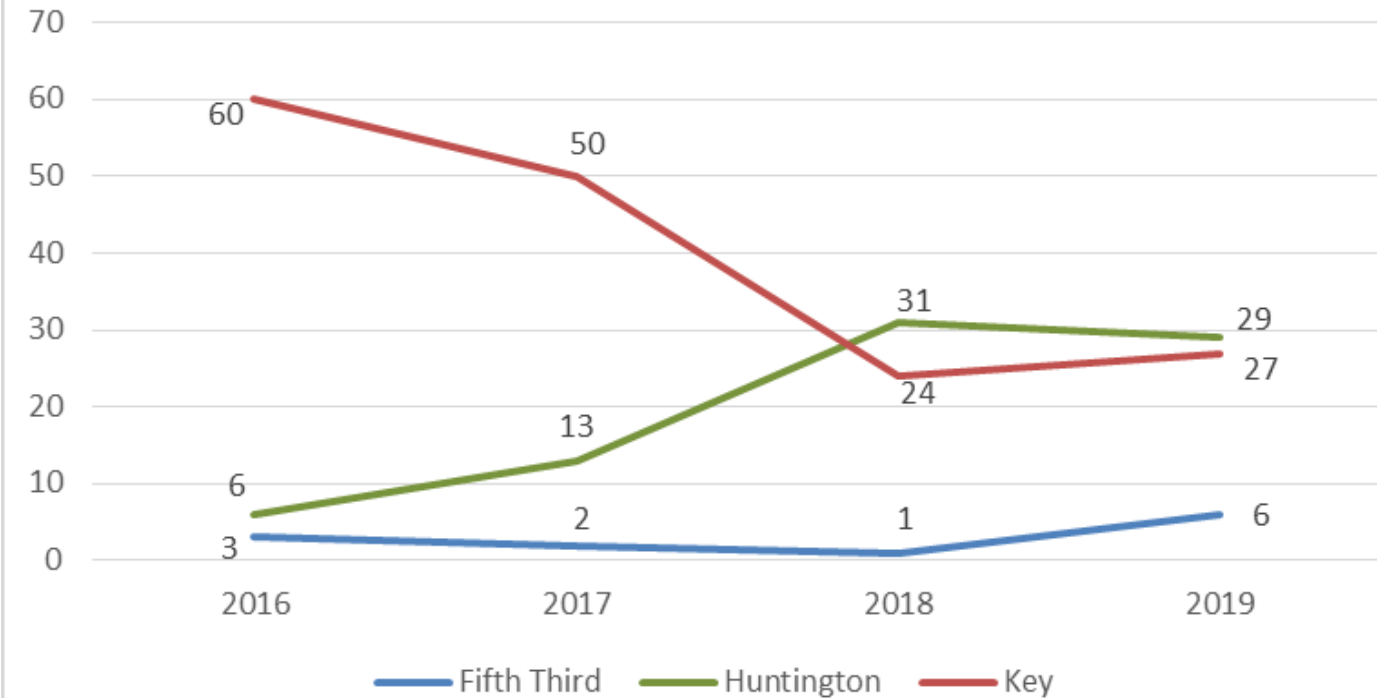
County-wide, Huntington continued to improve its home improvement lending during the four year period 2016 to 2019, a 6-fold increase from 94 to 564 loans. KeyBank, once the clear leader in home improvement loan production, decreased its home improvement lending by about 18% over this 4 year period. In stark contrast to its home purchase lending, Fifth Third's home improvement lending more than quadrupled county-wide in this period, from 54 loans to 238 loans. However, as the following slides will show the improvement appears to be in areas other than those where the need for home repair credit is significant.

## Home Repair Loans - Cleveland CBA Lenders 2016-2017-2018-2019



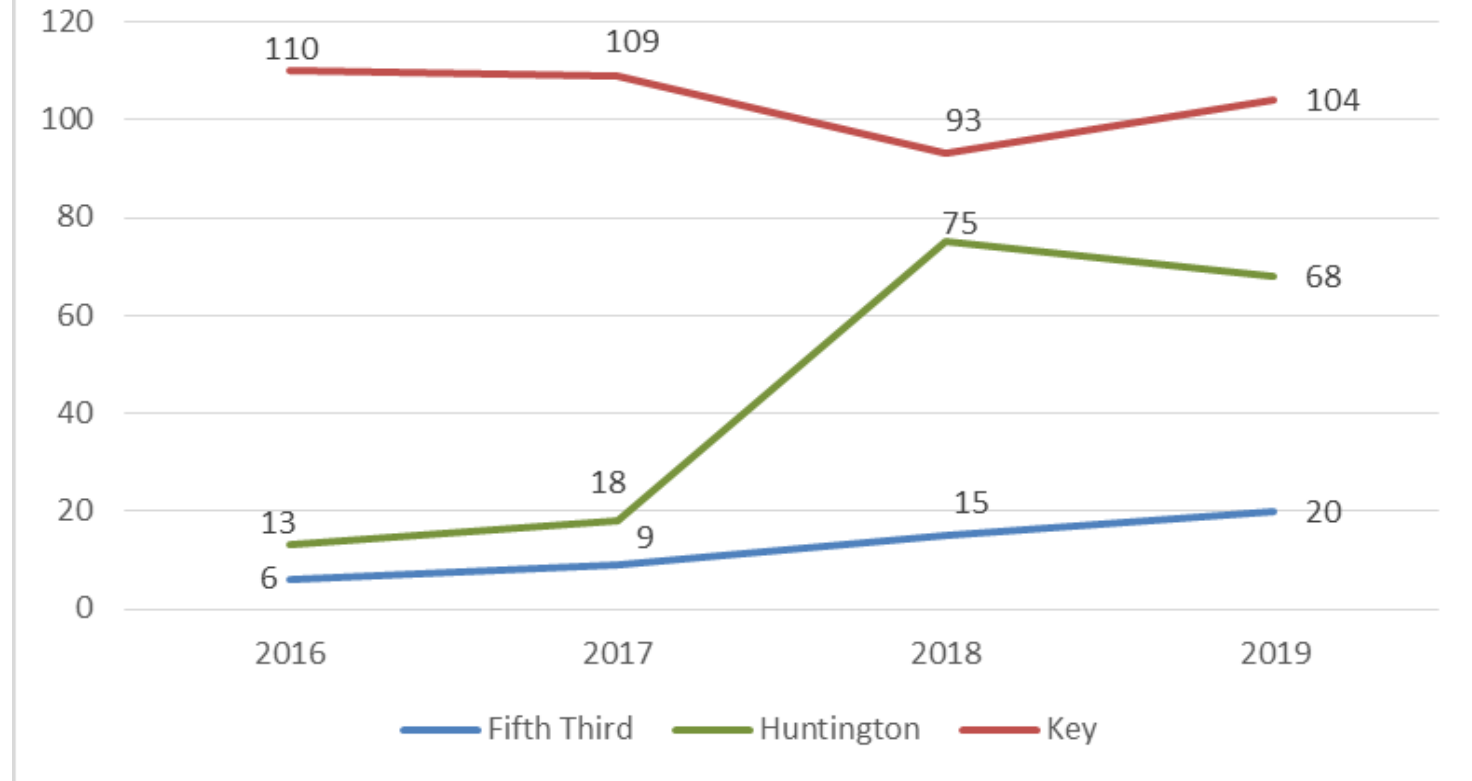
In the City of Cleveland, where more than 90% of the neighborhoods are low or moderate income, Huntington dramatically improved its home improvement lending during the four year period 2016 to 2019, a 6-fold increase from 14 to 88 loans. In contrast to its home purchase lending, KeyBank's home improvement loan production in Cleveland remains below what it was at the beginning of the 4 year period. Fifth Third's home improvement lending in the City of Cleveland remained relatively low.

## Home Repair Loans - East Side of Cleveland CBA Lenders 2016-2017-2018-2019



In the East side of Cleveland, where more than 95% of the neighborhoods are low or moderate income, and 80% of the population is African American, there is a great unmet need for home repair lending. In this sub-region KeyBank's home improvement lending has declined dramatically between 2016 and 2019. Huntington's volume of lending increased significantly and as of 2019 continues to exceed that of KeyBank. Fifth Third's home repair lending remained extremely low, with only 6 home repair loans made in the East Side of Cleveland in 2019.

## Home Repair Loans - East Inner Suburbs CBA Lenders 2016-2017-2018-2019



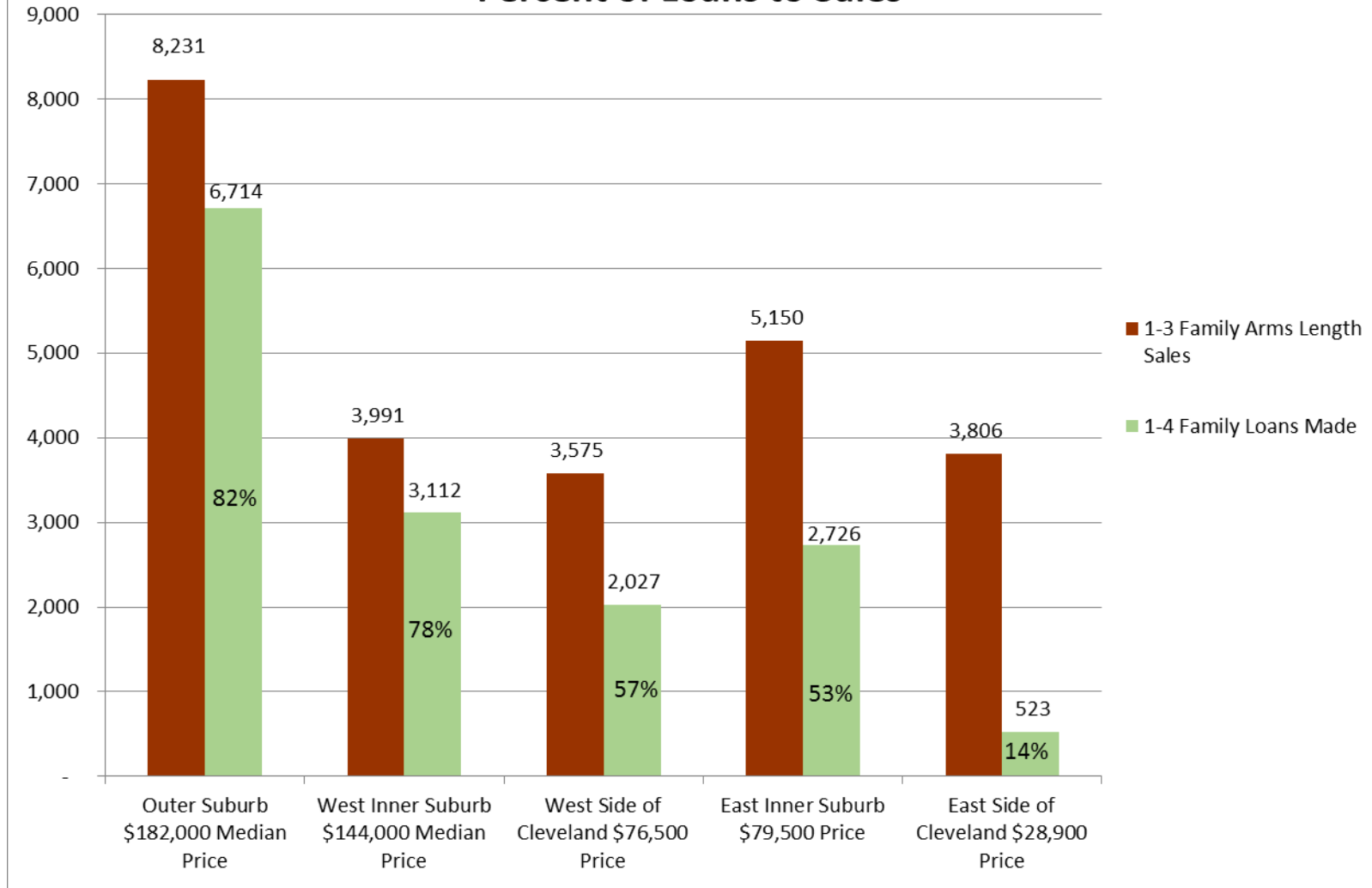
In the East Inner Suburbs, where more than 36% of the neighborhoods are low or moderate income, and 52% of the population is African American, Huntington made significant gains in home repair loan production from 2016 to 2019, although their output is down slightly from 2018. KeyBank's lending in the East Inner Suburbs declined slightly over the 4 years, but they are still the home improvement leader in this sub-region. Fifth Third's home repair lending has increased steadily from 2016 to 2019 but was still significantly below the production of Huntington and KeyBank.

# Top 15 Lenders - Home Purchase Loans \$50,000 And Lower

Some communities hard hit by the foreclosure crisis have lost more than 50% of their pre-crisis home value. Many decent homes in the East Side of Cleveland and the East Inner Suburbs are selling for \$50,000 or less. These low prices present an opportunity for homeownership, but the low commissions on these loans are unattractive to loan officers, and the disproportionately high fees associated with low dollar loans create issues for banks and their regulators. Some lenders are beginning to use innovative approaches to address these issues. The tables and charts that follow track low dollar lending in the following sub-regions:

- **County-Wide**
- **In Cleveland** 31 of 34 neighborhoods are low or moderate income.
- **In the East Side of Cleveland** 80% Black population and 19 of 20 neighborhoods are low or moderate income.
- **In the East Inner Suburbs** 52% Black population and 4 of 11 suburbs are low or moderate income.

## 2019 Home Sales and 2019 Home Purchase Loans Cuyahoga County Regions and Median Sale Price Percent of Loans to Sales



**In the East Side of Cleveland there were 3,806 1-3 family home sales in 2019, but only 523 home purchase mortgage loans issued. This suggests a high degree of investor activity, where investors are paying cash or borrowing from non-traditional “hard money” lenders. This also represents a missed opportunity for affordable home ownership, and a significant unmet mortgage credit need. To a lesser extent this need is also evident in the East Inner Suburbs and the West Side of Cleveland where only 53-57% of sales were associated with a mortgage loan.**

**Top 15 Lenders That Made Home Purchase Loans \$50,000 or Less  
on 1-4 Family Homes in Cuyahoga County in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
Fairway Ind Mortgage	79	59	75%	1,015,000	675,000	67%
<b>Huntington Bank</b>	<b>85</b>	<b>55</b>	<b>65%</b>	<b>3,115,000</b>	<b>2,115,000</b>	<b>68%</b>
Third Federal S&L	56	41	73%	1,850,000	1,395,000	75%
<b>Fifth Third Bank</b>	<b>50</b>	<b>37</b>	<b>74%</b>	<b>1,960,000</b>	<b>1,425,000</b>	<b>73%</b>
First Federal S&L Lakewood	50	37	74%	1,860,000	1,385,000	74%
Wells Fargo Bank	44	26	59%	1,670,000	1,010,000	60%
Dollar Bank	32	20	63%	1,220,000	760,000	62%
Union Home Mortgage Comp	21	20	95%	425,000	390,000	92%
Citizens Bank	33	19	58%	1,235,000	745,000	60%
US Bank	24	19	79%	960,000	735,000	77%
CrossCounty Mortgage	26	17	65%	1,100,000	725,000	66%
PNC Bank	28	16	57%	1,070,000	650,000	61%
Quicken Loans	29	16	55%	1,085,000	610,000	56%
Freedom Mortgage	22	14	64%	520,000	410,000	79%
<b>KeyBank</b>	<b>29</b>	<b>14</b>	<b>48%</b>	<b>1,045,000</b>	<b>530,000</b>	<b>51%</b>
<b>Top 15 Total</b>	608	410	67%	20,130,000	13,560,000	67%

County-wide the top home purchase lenders in this category were Fairway Independent Mortgage and Huntington, followed by Third Federal, Fifth Third and First Federal of Lakewood. Huntington was also the top lender among the three banks with Community Benefits Agreements (CBAs). KeyBank made a relatively small number of loans at 14. 32



**Top 15 Lenders That Made Home Purchase Loans \$50,000 or Less  
on 1-4 Family Homes in City of Cleveland in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>Huntington Bank</b>	<b>37</b>	<b>20</b>	<b>54%</b>	<b>1,355,000</b>	<b>780,000</b>	<b>58%</b>
First Federal S&L Lakewood	25	19	76%	885,000	695,000	79%
Third Federal S&L	24	15	63%	740,000	505,000	68%
<b>Fifth Third Bank</b>	<b>20</b>	<b>14</b>	<b>70%</b>	<b>800,000</b>	<b>560,000</b>	<b>70%</b>
Dollar Bank	19	13	68%	695,000	455,000	65%
Wells Fargo Bank	23	12	52%	845,000	440,000	52%
Fairway Ind Mortgage	20	11	55%	340,000	95,000	28%
Quicken Loans	19	11	58%	685,000	405,000	59%
US Bank	13	10	77%	535,000	400,000	75%
CrossCounty Mortgage	13	9	69%	545,000	385,000	71%
Citizens Bank	15	8	53%	535,000	320,000	60%
<b>KeyBank</b>	<b>17</b>	<b>8</b>	<b>47%</b>	<b>605,000</b>	<b>300,000</b>	<b>50%</b>
PNC Bank	16	8	50%	580,000	310,000	53%
Chemical Bank	16	7	44%	600,000	265,000	44%
Civista Bank	8	7	88%	270,000	225,000	83%
<b>Top 15 Total</b>	<b>285</b>	<b>172</b>	<b>60%</b>	<b>10,015,000</b>	<b>6,140,000</b>	<b>61%</b>

In the City of Cleveland, where 31 of 34 neighborhoods are low or moderate income, Huntington was the leading home purchase lender for loans at \$50,000 or less, followed by First Federal of Lakewood, Third Federal and Fifth Third. KeyBank ranked 12<sup>th</sup> on this list.

**Top 15 Lenders That Made Home Purchase Loans \$50,000 or Less  
on 1-4 Family Homes in East Side of Cleveland in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
<b>Huntington Bank</b>	<b>24</b>	<b>12</b>	<b>50%</b>	<b>830,000</b>	<b>460,000</b>	<b>55%</b>
Third Federal S&L	16	9	56%	470,000	285,000	61%
First Federal S&L Lakewood	10	8	80%	310,000	240,000	77%
US Bank	8	8	100%	320,000	320,000	100%
Dollar Bank	9	7	78%	275,000	195,000	71%
Stifel Bank & Trust	7	7	100%	225,000	225,000	100%
Civista Bank	6	6	100%	180,000	180,000	100%
<b>Fifth Third Bank</b>	<b>8</b>	<b>6</b>	<b>75%</b>	<b>310,000</b>	<b>220,000</b>	<b>71%</b>
American Midwest Mortgage	5	5	100%	215,000	215,000	100%
Chemical Bank	12	5	42%	430,000	185,000	43%
CrossCounty Mortgage	7	5	71%	275,000	205,000	75%
Wells Fargo Bank	13	5	38%	475,000	165,000	35%
Bethpage Federal Credit Unio	4	4	100%	150,000	150,000	100%
Fairway Ind Mortgage	8	4	50%	200,000	60,000	30%
MyCUMortgage	7	4	57%	265,000	160,000	60%
<b>Top 15 Total</b>	<b>144</b>	<b>95</b>	<b>66%</b>	<b>4,930,000</b>	<b>3,265,000</b>	<b>66%</b>

In the East Side of City of Cleveland, where 19 of 20 neighborhoods are low or moderate income, and 80% of the population is African American, the overall lending in this category is low. Huntington was again the leading lender in this category. Fifth third ranked 9<sup>th</sup>. KeyBank did not rank in this list of the top 15 lenders.

**Top 15 Lenders That Made Home Purchase Loans \$50,000 or Less  
on 1-4 Family Homes in East Inner Suburbs in 2019  
Sorted by Loans Made**

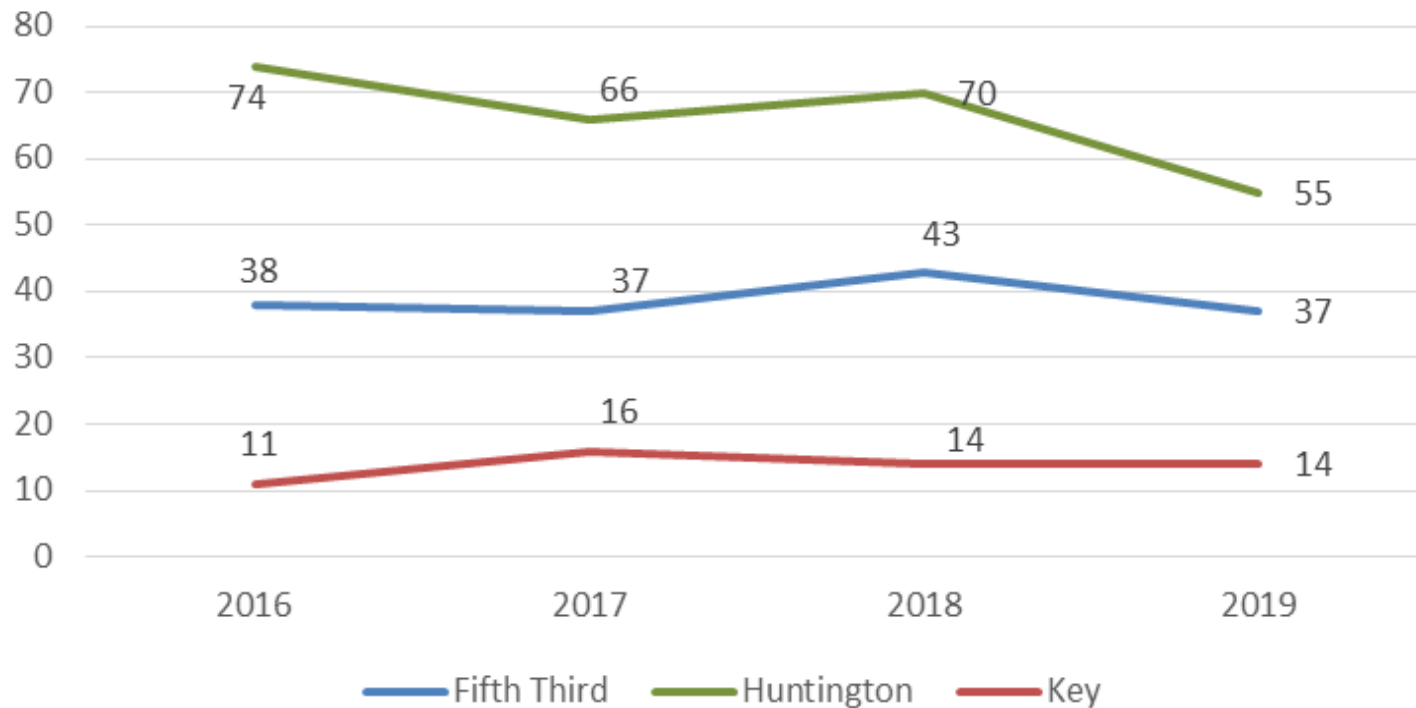
Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
Fairway Ind Mortgage	41	34	83%	545,000	470,000	86%
<b>Huntington Bank</b>	<b>28</b>	<b>20</b>	<b>71%</b>	<b>1,060,000</b>	<b>780,000</b>	<b>74%</b>
First Federal S&L Lakewood	12	10	83%	490,000	400,000	82%
Wells Fargo Bank	15	9	60%	575,000	365,000	63%
Union Home Mortgage Comp	8	8	100%	150,000	150,000	100%
Third Federal S&L	9	7	78%	285,000	215,000	75%
<b>Fifth Third Bank</b>	<b>9</b>	<b>6</b>	<b>67%</b>	<b>355,000</b>	<b>230,000</b>	<b>65%</b>
Citizens Bank	10	5	50%	420,000	225,000	54%
CrossCounty Mortgage	8	5	63%	340,000	215,000	63%
First National Bank Of Pa	7	5	71%	255,000	175,000	69%
Quicken Loans	8	5	63%	310,000	205,000	66%
Dollar Bank	8	4	50%	320,000	170,000	53%
Freedom Mortgage	7	4	57%	75,000	60,000	80%
MyCUmortgage	4	4	100%	150,000	150,000	100%
Primelending	6	4	67%	30,000	20,000	67%
<b>Top 15 Total</b>	<b>180</b>	<b>130</b>	<b>72%</b>	<b>5,360,000</b>	<b>3,830,000</b>	<b>71%</b>

In the East Inner Suburbs, where 4 of 11 suburbs are low or moderate income, and 52% of the population is African American, Fairway Independent Mortgage was the leader in making loans at \$50,000 or below. Huntington was second. Fifth Third ranked 7<sup>th</sup>. KeyBank made no home purchase loans \$50,000 or less in the East Inner Suburbs.

# **CBA Lenders – Loans \$50,000 Or Less**

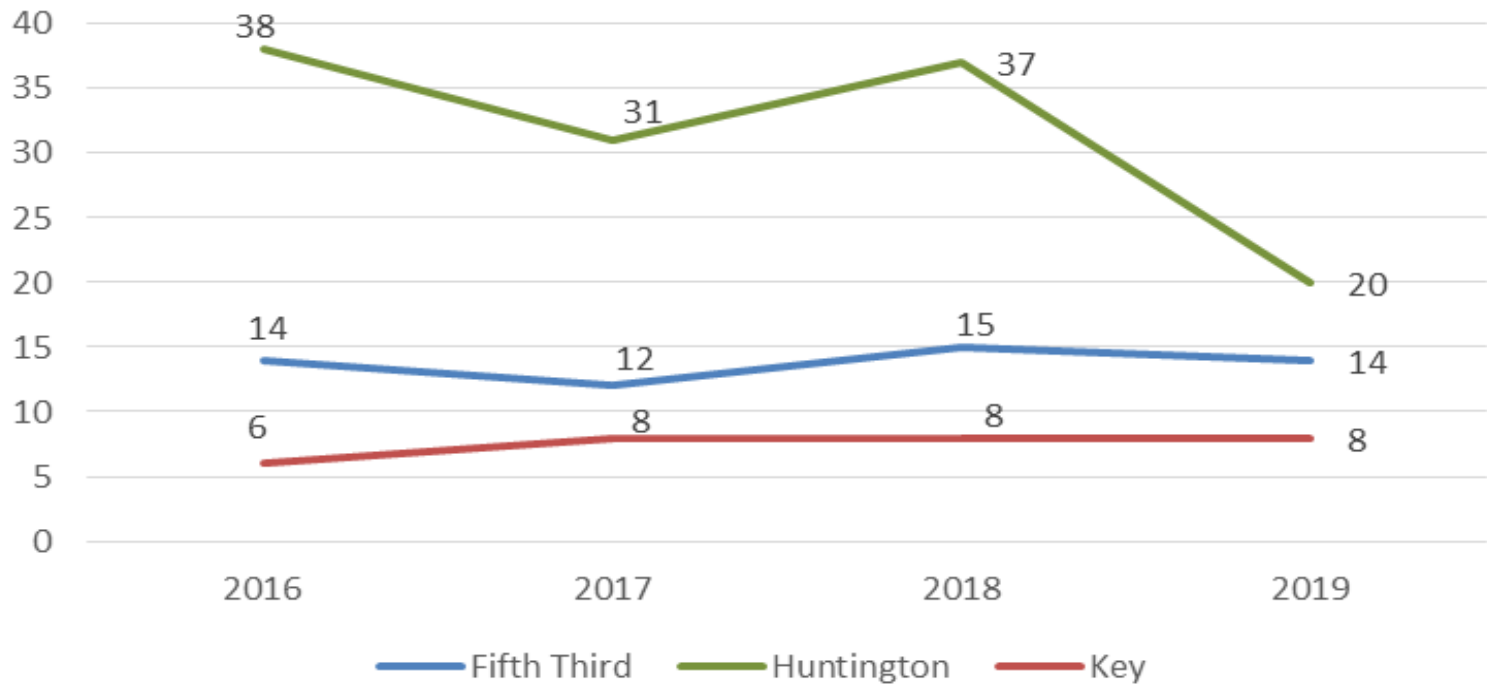
**2016 – 2017 – 2018 -2019**

## Home Purchase Loans at \$50,000 and Below In Cuyahoga County CBA Lenders 2016-2017-2018-2019



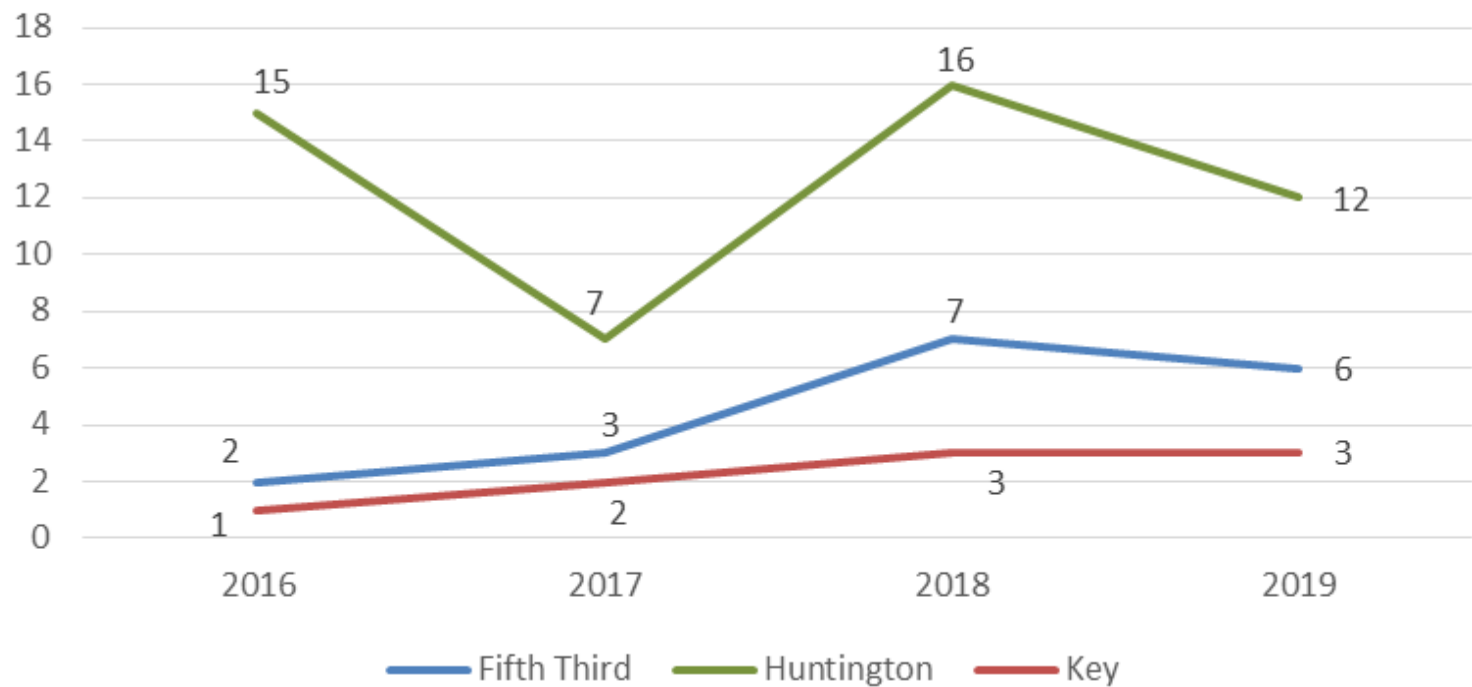
County-wide there was very little change between 2016 and 2019 among the three CBA lenders with respect to their making home purchase loans at \$50,000 or less, with one exception: Huntington's volume did drop in 2019.

## Home Purchase Loans at \$50,000 and Below In Cleveland CBA Lenders 2016-2017-2018-2019



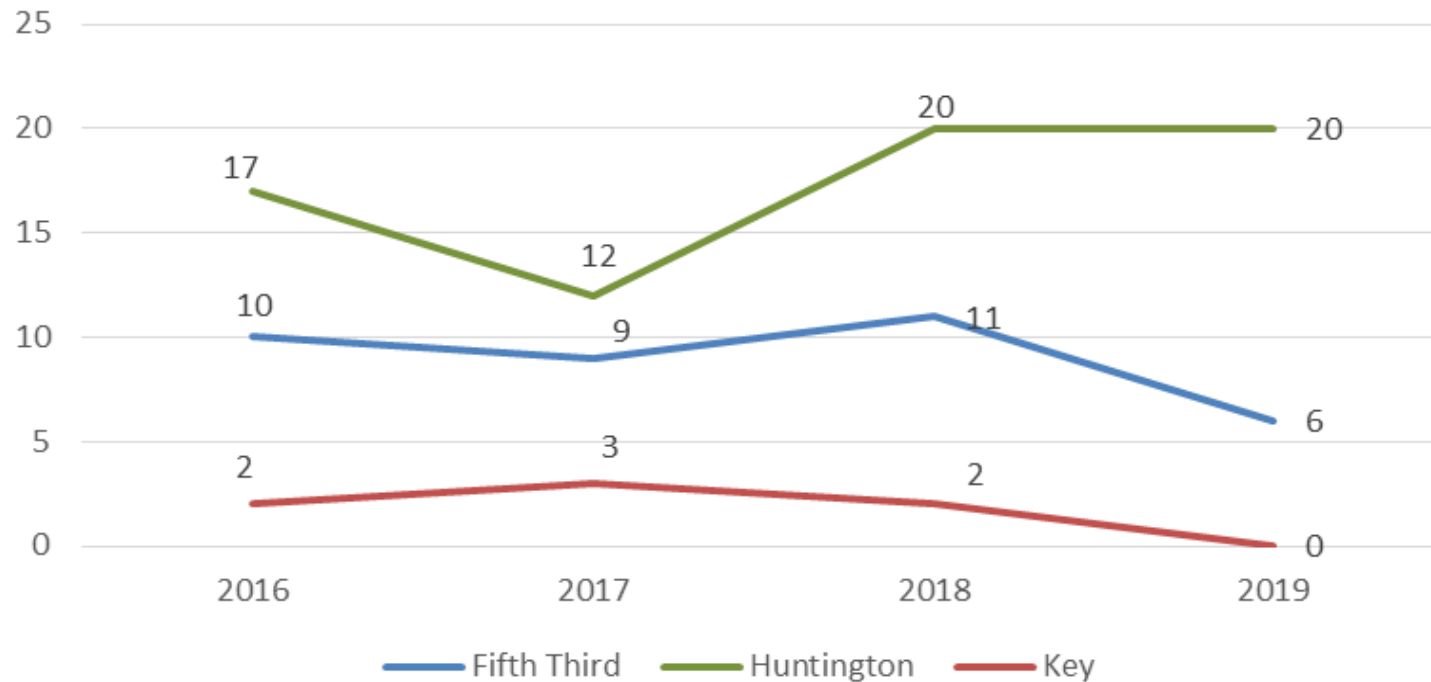
In the City of Cleveland there was also very little change between 2016 and 2019 among the three CBA lenders with respect to their making home purchase loans at \$50,000 or less, again, with the exception of a drop in volume by Huntington.

## Home Purchase Loans at \$50,000 and Below In East Side of Cleveland CBA Lenders 2016-2017-2018-2019



In the East Side of Cleveland the number of loans at \$50,000 or less made by the three CBA lenders was very low (and, as noted earlier, Huntington's volume dropped in 2019). There is a significant unmet need for small dollar lending in the East Side of Cleveland.

## Home Purchase Loans at \$50,000 and Below In East Inner Suburbs CBA Lenders 2016-2017-2018-2019



As with the East Side of Cleveland, the number of loans at \$50,000 or less made by the three CBA lenders in the East Inner Suburbs was also low, although Huntington continues to be the leader among CBA lenders. Fifth Third's volume in this category in the East Inner Suburbs ended the 4 year period with fewer loans than made at the beginning. Likewise, KeyBank ended the four year period with 0 loans in this category.



# Home Purchase Lending to Low and Moderate Income Borrowers

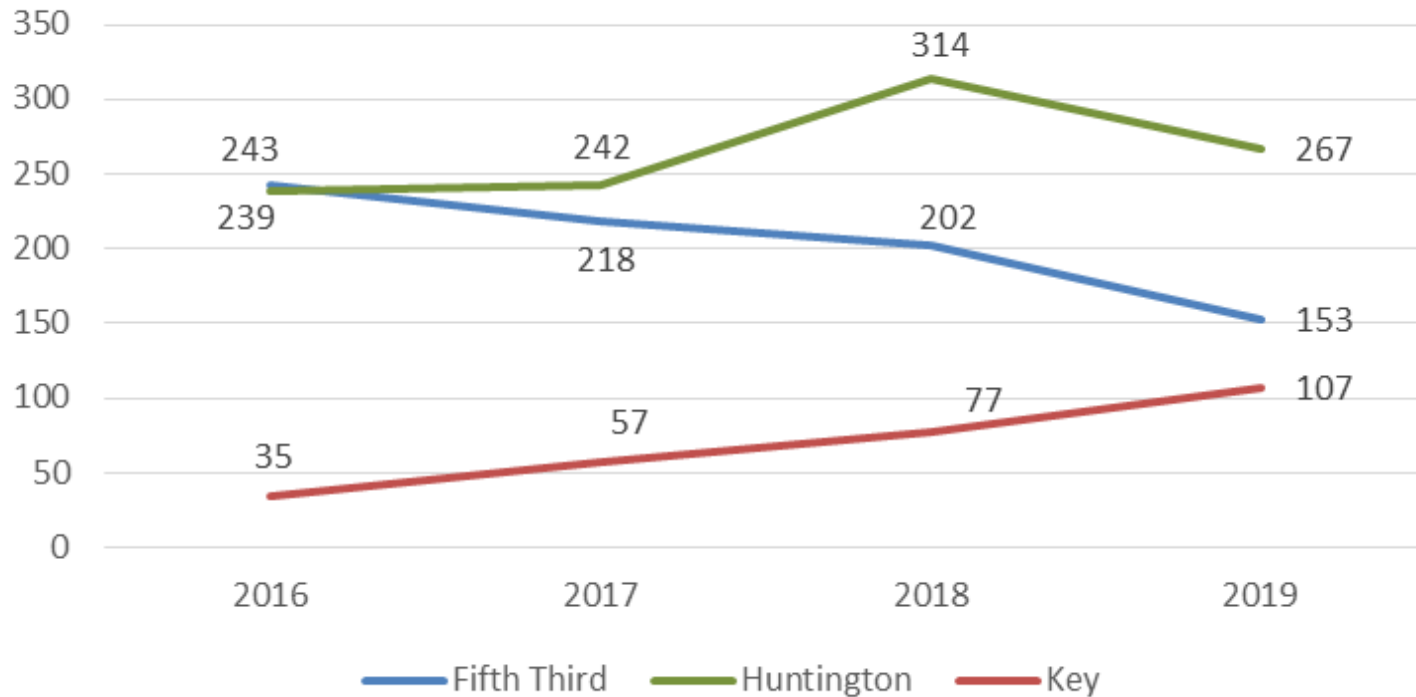
*Below 80% of Cuyahoga Median Family Income (\$63,764) = below \$51,011.*

**Top 15 Lenders That Made Home Purchase Loans to Low and Moderate Income Borrowers  
(Below 80% of Cuyahoga median income of \$63,764 = below \$51,011)  
1-4 Family Homes In Cuyahoga County in 2019  
Sorted by Loans Made**

Lender (CBA Lender in red)	Loans Applied For			Dollars Applied For		
	Loans Applied For	Loans Made ↓	Percent of Loans Applied For That Were Made	Dollars Applied For	Dollars Loaned	Percent of Dollars Applied For That Were Loaned
CrossCountry Mortgage	481	370	77%	54,475,000	42,070,000	77%
Huntington Bank	375	267	71%	34,235,000	25,305,000	74%
Third Federal S&L	315	264	84%	30,155,000	25,740,000	85%
Quicken Loans	324	220	68%	32,400,000	21,770,000	67%
Howard Hanna Mortgage	265	209	79%	29,235,000	22,955,000	79%
Fairway Ind Mortgage	206	168	82%	17,620,000	14,310,000	81%
Fifth Third Bank	212	153	72%	20,760,000	14,755,000	71%
First Federal S&L Lakewood	172	133	77%	18,830,000	14,755,000	78%
Citizens Bank	177	129	73%	17,205,000	13,435,000	78%
Lendus Llc DbA Rpm Mortga	137	110	80%	12,035,000	9,970,000	83%
PNC Bank	167	110	66%	16,765,000	10,530,000	63%
KeyBank	163	107	66%	15,385,000	10,625,000	69%
American Midwest Mortgage	132	105	80%	13,360,000	10,535,000	79%
Union Home Mortgage Comp	111	97	87%	10,135,000	8,865,000	87%
Dollar Bank	133	93	70%	12,665,000	7,735,000	61%
<b>Top 15 Total</b>	<b>3370</b>	<b>2535</b>	<b>75%</b>	<b>335,260,000</b>	<b>253,355,000</b>	<b>76%</b>

In 2019 CrossCountry Mortgage was the leading home purchase lender making loans to low and moderate income borrowers throughout the county, followed by Huntington, Third Federal, Quicken Loans, Howard Hanna, Fairway Independent and Fifth Third. KeyBank did not appear in this top 15 list in 2018, but now ranks 12<sup>th</sup> in 2019.

## Home Purchase Loans - Cuyahoga County Low and Moderate Income Borrowers CBA Lenders 2016-2017-2018-2019



Between 2016 and 2018 Huntington increased its lending to low and moderate income borrowers throughout the county, from 239 in 2016 to 314 in 2018 but their volume has declined some in 2019. KeyBank's volume has been lower than the other two CBA lenders, but it has tripled its output of loans to low and moderate income borrowers during the period of its CBA agreement. Fifth Third's lending to low and moderate income borrowers in Cuyahoga County has continuously declined during the term of its CBA agreement.

# Observations

- **Significant disparities continue to exist in Cuyahoga County between Black applicants for home mortgage loans and their White counterparts.**
- **The volume of loans for home repair remains low in the East Side of Cleveland, a region of Cuyahoga County with a significant unmet need.**
- **In regions with significant concentrations of low-moderate income and people of color borrowers (East Side of Cleveland, East Inner Suburbs), two of the lenders with CBA agreements have used their 4 year terms to either steadily increase their home purchase lending (KeyBank), or maintain their already high output (Huntington). Fifth Third's home purchase lending has either decreased over the 4 years of its CBA agreement, or remained flat.**
- **In those regions of high unmet need, KeyBank, a leader in home repair lending, has seen its output of home repair lending decrease somewhat during its CBA agreement, with a marked decrease in the East Side of Cleveland. Huntington's home repair lending increased dramatically over the 4 years of its CBA agreement. Fifth Third's home repair lending also increased dramatically county-wide, but not in the areas of greatest need: Cleveland, East Side of Cleveland and East Inner Suburbs.**

# Observations, continued

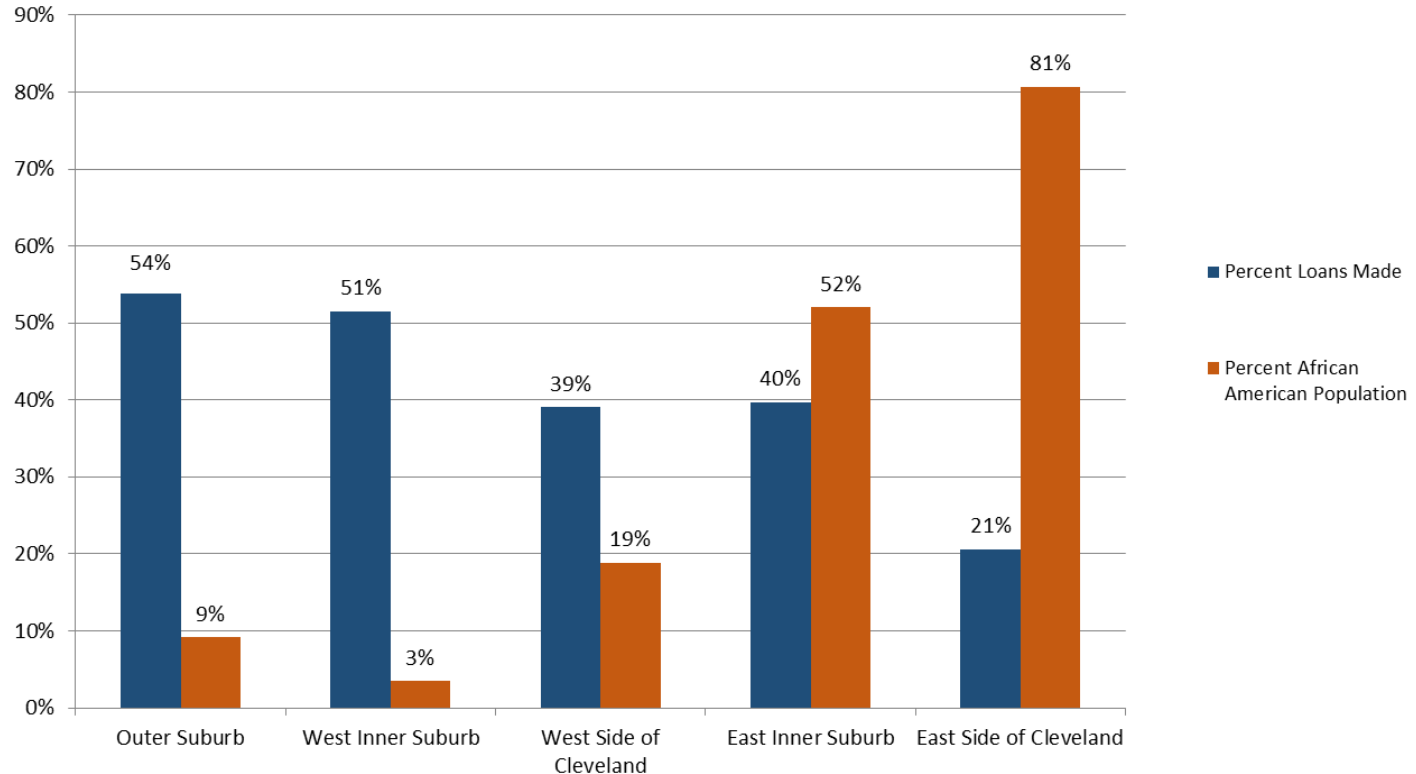
- **Access to home purchase loans \$50,000 and less remains low with few lenders stepping up to meet this need. Among the 3 CBA lenders, Huntington had the highest output of low dollar loans, followed by Fifth Third. KeyBank made very few low dollar loans in any of the studied areas.**
- **County-wide, the number of home purchase loans to low and moderate income borrowers has increased from 3,649 in 2016 to 4,196 in 2019. Among the three CBA lenders (and among all lenders) Huntington has maintained a high volume of lending to this market segment. KeyBank's volume to low-mod borrowers began low, but has tripled during the term of its CBA agreement. Fifth Third, once tied with Huntington as a leader in making loans to low and moderate income borrowers in Cuyahoga County, has seen its lending to this segment decline throughout the four years of its CBA agreement.**

# **Update 9-19-21**

## **Home Repair Loans and Race**

The following slide, #47, was not included in the original presentation on 11-13-20. It has been added as of 9-19-21.

## 1-4 Family Home Improvement Loans Percent of Loans Made From Applications Received and Percent of African American Population Cuyahoga County Regions (2019)



Source: 2019 Home Mortgage Disclosure Act (HMDA) data, 2012 US Census data, NEO CANDU at Case Western Reserve University.

Excludes loans that were purchased by a bank from another bank.

Prepared by Frank Ford, Western Reserve Land Conservancy, 9-15-21.

**Home improvement loans are not distributed equally across Cuyahoga County. The East Side of Cleveland, where a Land Conservancy survey documented that home repair needs are greatest, had the least access to home improvement loans. The East Inner Suburbs are on a par with the West Side of Cleveland, but still trail the West Inner and Outer Suburbs. Most striking is the disparity by race. The region with the least access is the East Side of Cleveland, where more than 80% of the population is African American. Across all five regions of the County, access to home improvement loans decreases as 47 percent of African American population increases.**