

# Would You Lend Money to Donald or Hillary?

☒ You may have been conscientiously deliberating which candidate to vote for over the past several months. Your selection might become clearer if you contemplate this title question – as if you were a lender deciding whether to extend them a loan! Not voting is always an option, but not likely a decision that would sit well with you (even though reports suggest this option is seriously being considered by many voters).

When a client applies for a mortgage, the assignment is either accepted or declined – with concrete rationale behind either decision. But a lender electing to entirely avoid making the decision to either lend or not – may be compared to not voting. Imagine a lender choosing never to return your phone call to give you their credit decision. In this analogy, not voting (or not providing a credit decision) doesn't help either candidate (or borrower) – nor would it likely help yourself.

There is no excuse for lender/voter unresponsiveness. Borrowers/candidates deserve prompt, reliable feedback which, from a lender's perspective, is generally based on the following 5 "C's" of credit:

1. **C**redit History (Repayment History & Credit Score)
2. **C**apacity (Ability to Repay & Earnings Stability)
3. **C**apital (Down Payment & Liquidity)
4. **C**ollateral (Property Type & Value)
5. **C**onditions (Loan Terms & Purpose)

The first one above was formerly entitled "Character" – which arguably is still the most important factor. But by telling a client their loan was declined because of "Character" (or lack thereof), the decision could be judged as discriminatory.

**Here's the Point:** *Don your lender's cap and consider the key factors that would be used before advancing money to either candidate – and focus particularly on “character” before making your decision.*