

St. Louis Equal Housing and Community Reinvestment Alliance

c/o EHOC · 1027 S. Vandeventer Avenue, 6th floor · St. Louis, MO · 63110 · www.slehkra.org

Heartland Bank

212 South Central, Suite 200
Clayton, MO 63105

- Assets of \$893,529,000, as of September 2011.
- One of the top mortgage lenders in St. Louis MSA.
- Holds 1.7% of deposits in St. Louis MSA, ranking it 17th largest.
- Regulated by OCC, previously regulated by Office of Thrift Supervision.
- Owned by the Love Companies.
- Assessment Area: St. Louis City, St. Louis County, St. Charles, Jefferson, Franklin, (MO) and St. Clair (IL).
- Satisfactory rating on most recent CRA exam in 2008 by the OTS, which notes the room for improvement in lending to low- to moderate- income borrowers and geographies.
- Included in *Redlined* and *Bailing Out on Community Reinvestment* reports, with notes of needed improvement.
- 12 branches in St. Louis area, with none in low- or moderate-income tracts. One branch has black population of 30 percent, but the rest that are open to the public are below 3.5 percent black.

Branch	Street	City	Zip	County	Tract Income Level	% White	% Black	% Hispanic
Ladue	9925 Clayton Road	St. Louis	63124	St. Louis	Upper	94.5	0.9	1.6
The Gatesworth (residents only)	One McKnight Place "The Gatesworth"	St. Louis	63124	St. Louis	Upper	72.7	19.6	3
Clayton	7818 Bonhomme Ave.	Clayton	63105	St. Louis	Upper	71.7	20.6*	2.5
Town & Country	13402 Clayton Rd.	St. Louis	63131	St. Louis	Upper	87.4	2.4	1.9
Chesterfield	14125 Clayton Rd.	Chesterfield	63017	St. Louis	Upper	83.5	3.1	2.2
Rock Hill	9877 Manchester	Rock Hill	63119	St. Louis	Middle	63.1	30.5	2.9
Sunset Hills	11670 Gravois	St. Louis	63126	St. Louis	Middle	94.6	1.2	1.9
Friendship Village South (residents only)	12503 Village Circle Dr.	St. Louis	63127	St. Louis	Upper	94.4	0.06	1.2
St. Charles	5991 South Hwy. 94	Weldon Spring	63304	St. Charles	Upper	90.9	3.4	2.3
O'Fallon	2341 Hwy K	O'Fallon	63366	St. Charles	Upper	91.3	3.5	2.8
Arnold	1920 Richardson Rd.	Arnold	63010	Jefferson	Middle	96.5	0.6	1.2
St. Clair	815 N. Commercial	St. Clair	63077	Franklin	Middle	96.9	1	1.1
Corporate Office	212 South Central Ave	St. Louis	63105	St. Louis	Upper	71.7	20.6*	2.5

*census tract includes St. Louis County Jail. Household population shows only 2.34% Black population.

HMDA analysis

Limited to 1-4 family, owner-occupied loans.

- Low percentage of loans to African-American borrowers: only 3.86 percent of originations over the last three years. Lower than the aggregate lending in St. Louis to African-Americans.
- Lending to areas with predominately minority population is only 3.02 percent of loan originations, which is far below aggregate lending areas. Geographically, very little lending to north St. Louis City, north St. Louis County and northwest part of St. Clair county.

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- Overall high origination rates and very low denial rates. There is a disparity between African-American borrowers and white borrowers, but the numbers of denied applications are minimal.
- Lending to low- and moderate- income borrowers: 6.76 percent to low-income borrowers and 18.06 percent to moderate-income borrowers over the last three years, which has been increasing. However, Heartland is still below the aggregate lending levels.
- Increased lending to low and moderate income census tracts over the last three years. Overall, 0.76 percent to low-income census tracts and 5.16 percent to moderate-income census tracts. Lending to moderate-income tracts especially is far below the aggregate lending.
- Very little high cost lending.

<i>Borrower Characteristics</i>	ORIGINATIONS									
	2010		2009		2008		three year total		St. Louis MSA (08-10)	2010 Census
	#	%	#	%	#	%	#	%	%	%
Total	2352		2359		1059		5770			
White	2175	92.47%	2226	94.36%	973	91.88%	5374	93.14%	82.44%	72.85%
Black	102	4.34%	76	3.22%	45	4.25%	223	3.86%	4.94%	21.60%
Asian	49	2.08%	36	1.53%	16	1.51%	101	1.75%	1.68%	2.51%
Other	26	1.11%	21	0.89%	25	2.36%	72	1.25%	10.94%	3.05%
Hispanic	20	0.85%	18	0.76%	12	1.13%	50	0.87%	0.86%	2.63%

<i>Borrower Characteristics</i>	Three Year Total		
race/ethnicity	Origination Rate	Denial Rate	
	#	# of denials	%
Total	87.42%	47	0.71%
White	88.49%	33	0.54%
Black	81.99%	5	1.84%
Asian	83.47%	1	0.83%
Other	53.73%	8	5.97%
Hispanic	89.29%	1	1.79%

<i>Borrower characteristics</i>	ORIGINATIONS									
	2010		2009		2008		three year total		St. Louis MSA (08-10)	Families
	#	%	#	%	#	%	#	%	%	%
Total	2352		2359		1059		5770			
Low-Income	184	7.82%	149	6.32%	57	5.38%	390	6.76%	8.27%	18.3%
Moderate-Income	412	17.52%	456	19.33%	174	16.43%	1042	18.06%	18.93%	17.7%
Middle-Income	528	22.45%	514	21.79%	248	23.42%	1290	22.36%	22.92%	22.1%
Upper-Income	1151	48.94%	1099	46.59%	546	51.56%	2796	48.46%	40.64%	49.9%
NA	77	3.27%	141	5.98%	34	3.21%	252	4.37%	9.24%	0%

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Census tract characteristics	ORIGINATIONS									
	2010		2009		2008		three year total		St. Louis MSA (08-10)	Census in AA
	#	%	#	%	#	%	#	%	%	%
Racial Composition										
< 10% Minority	1840	78.23%	1858	78.76%	822	77.62%	4520	78.34%	67.94%	
10-19% Minority	264	11.22%	264	11.19%	114	10.76%	642	11.13%	13.95%	
20-49% Minority	171	7.27%	169	7.16%	94	8.88%	434	7.52%	9.91%	
50-79% Minority	50	2.13%	55	2.33%	24	2.27%	129	2.24%	3.21%	
80-100% Minority	27	1.15%	13	0.55%	5	0.47%	45	0.78%	1.95%	
Income Characteristic										
Low-Income	24	1.02%	12	0.51%	8	0.76%	44	0.76%	1.03%	10.8%
Moderate-Income	119	5.06%	116	4.92%	63	5.95%	298	5.16%	10.16%	21.8%
Middle-Income	1069	45.45%	1081	45.82%	524	49.48%	2674	46.34%	50.26%	40.8%
Upper-Income	1140	48.47%	1149	48.71%	463	43.72%	2752	47.69%	35.48%	25.6%
NA	0	0.00%	1	0.04%	1	0.09%	2	0.03%	3.07%	1.0%
TOTAL	2352		2359		1059		5770			

