

Published based on [Why are so many online mortgage companies based in Louisville, KY?](#)

# **Why are so many online mortgage companies based in Louisville, KY?**

I recently filled out an online application at [lendingtree.com](http://lendingtree.com) and I was contacted by 14 brokers, all in Kentucky.

The mortgage brokers that respond are not "online mortgage companies" They are whomever pays lending tree for your information. (Are you in Kentucky?) Lending tree makes money collecting lead fees from brokers, not from actually getting you a loan. You would be better served by picking a broker yourself based on your own set of criteria than having Lending tree sell you to the highest bidder ... and in their case ... multiple bidders.

You can also find this article published on [Why are so many online mortgage companies based in Louisville, KY?](#), and on the tag pages [highest bidder](#), [lending tree](#), [lending tree sell](#), [mortgage brokers](#), [mortgage companies](#), [multiple bidders](#), [online](#), [online application](#), [online mortgage companies](#), [why are so many online mortgage companies based in louisville ky](#).