

***The Members Are Coming. Make the Most of It. Make SBA Loans.***

In the wake of some mega banks proposing debit fee charges and/or increasing fees for other products and services - and Bank of America's last ditch pull-out just before Bank Transfer Day - credit unions are seeing members coming to their doors in droves. Even if your credit union isn't seeing huge growth, we bet you're seeing an increase as people find it isn't as tough to switch as they thought. According to NAFCU, traffic on the credit union finder [www.CUlookup.com](http://www.CUlookup.com), has increased 350% since all the hoopla began. The latest figures show that since September 29, more than 650,000 people have joined credit unions.

Talk about a window of opportunity!

Now that you've got them, you need to retain them. Your credit union has great opportunity to increase revenue by reaching out to business owners among your members and your community's small businesses. For existing members, a small business loan gives them one more reason to stay with you. For new members, attracting them with a business loan could lead to a long-term relationship. You want the members who flocked to your credit union to stick.

As the MBL cap battle continues to rage in the U.S. Congress, SBA loans are an increasingly important income source for credit unions. If you're at or near the current 12.25% MBL cap, SBA loans benefit your overall business lending program because they aren't subject to the cap. Then of course the SBA guaranty offers mitigated risk with the 75% guaranty on 7(a) loans and 50% on Express loans.

In short, SBA lending can be a profitable segment of your business. Yet it can't be your total focus. And it isn't as easy as ABC. There are technical requirements for underwriting, servicing, risk grading and selling SBA loans. It's also important to adhere to SBA procedures and to make sure your lending staff receives initial and ongoing training.

Just getting started? At J.R. Bruno & Associates, we've helped dozens of credit unions secure SBA licensing, develop policies, and lay the foundation for a stable loan portfolio. Expanding your program or enhancing your existing portfolio? We offer services ranging from running your department on a Total Outsource basis to specifics such as underwriting, portfolio review, packaging, liquidations - and more.

In addition, whether or not you are near your MBL cap, we can help you sell your SBA loans and create a steady stream of non-interest income for you. In short, we have the experience and expertise to ease the process - and make SBA lending profitable for your credit union. Call us!

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