



J.R. Bruno
& ASSOCIATES



Consultants to the Business Lending Community
SBA and MBL Specialist

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Business Lending News

CU CONFERENCES: ANNUAL STRATEGIC LENDING CONFERENCE NIAGARA FALLS, ONTARIO, CANADA· JULY 20-24

If you know J.R. Bruno & Associates, you know we're long-time advocates of credit union SBA lending. So we're delighted that CU Conferences invited us to give a presentation on "The Advantages of an SBA Lending Program" at its Annual Strategic Lending Conference, July 20-24. Credit union executives, senior management, lending managers, Boards of Directors and committee members from across the country will hear Alex Liberchuk, JRB's director of business development give a crash course on SBA lending.

As a lender, the SBA-backed guaranty mitigates your risk and increases your opportunities to realize solid income and support your local economy. And importantly, offering SBA products makes your credit union more diverse and opens new opportunities for membership growth among your members and the community at large. Every reason to get on board!

Be sure to connect with Alex if you're attending this conference. Whether you're an experienced lender looking to add Member Business Lending to your product mix or starting from the ground up, we can get you up to speed and start adding profits to your bottom line. At JRB, we're experts at SBA lending, having assisted hundreds of lenders since 1994. We'll help make SBA lending easy and profitable for your credit union! [Contact JRB](#)

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