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Building Member Business Lending Skills for Credit Union Staff

As with any other credit union program or product launch, knowledge is the key to a successful roll-out. As credit unions continue to realize the importance and value of overall member engagement training, they are also spending increasing amounts of time both hiring and developing internal staff that is properly trained to handle member business lending.

This process all starts with how loan officers interact with their borrowers. There are several key considerations, including asking the right questions and understanding the borrower's short-term and long-term needs and goals.

It is then critical that the staff member be adequately trained to understand which credit union business lending product or service best fits the needs of that unique member. Every member's situation is different.

Furthermore, credit union staff should be knowledgeable about how to structure commercial loans in order to meet the needs and objectives of the business owner and to properly understand the risks the loan may pose for the credit union. A comprehensive learning and training program designed to help fill in these gaps for all credit union staff working in member business lending should be a priority for meeting these objectives.

MBL has designed courses that assist credit unions and their teams to be more effective in obtaining good loan packages and knowing when to pass when a business loan simply doesn't mean risk criteria. Courses also include successful loan closings and portfolio management as well as how to develop mindsets that help build relationship with borrowers from the time of the application to when the loan is finally paid off.

For more information about these courses, contact MBL at 866-4MBLLLC or

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