

MEMBER BUSINESS UPDATE

INTELLIGENCE FOR FORWARD THINKING BUSINESS LENDERS

October 2013



MBL ANNOUNCES BEST OF BREED MARKETING PRODUCT

In today's marketplace no one expects to grow their business without advertising their products and showing their value to their consumers. Recognizing this and wanting to help member-owners of MBL, LLC (MBL) to be successful, MBL is now offering marketing "Best Practices" to you as owners.

Beginning October 1, 2013, MBL will offer members the best of breed marketing campaigns along with a consultant to help you put together a program that will lay out a proven marketing approach and path to success with your members. It will also mark the introduction of many changes in the look and feel of Member Business Lending.

We've looked at our history and identified the practices that have brought the best growth results to MBL and now want to make them available to you in a format customizable to your local needs. Initially they are

designed to announce your business services products where your members will most likely see them - in your branch lobbies. They feature branch posters, table-top displays and announcement messages, along with advertisements for your in-branch video screens. Educational seminars will focus on the most frequently asked questions and their answers. How to lead the member through the application process right then in the branch is also discussed in the seminars.

Helpful public relations ideas and social media campaign aides are also included to promote your entry into the business of helping small businesses grow among your credit union members, growing the economy and your members' dreams. Helping to grow your local economy positions your credit union as a leader in taking action to build your economy beyond your own

SBA DROPS FEES ON LOANS \$150,000 AND LESS

In an Information Notice dated September 24, 2013, the SBA announced that the upfront and guarantee fees on 7(a) Loans of \$150,000 or less is now 0.

The memo notes that as fees charged to lenders will be zero, lenders may not charge a guarantee fee to borrowers on these loans.

The memo also noted that, "If two or more SBA-guaranteed loans are approved within 90 days of each other, the guarantee fee is determined by the aggregate amount of the loans. Thus, if the total amount of the loans exceeds \$150,000 the normal fees apply."

The memo also noted this reminder: Lenders are not permitted to split loans for the purpose of avoiding fees.

Watch this newsletter for information gained from SBA guidance prior to or shortly after the beginning of FY 2014.

bottom line. You need to tell that story. A strong public relations program can help you tell that story in ways that are relevant to the public, according to Brent Lawrence, a contract marketing consultant to MBL.

Lawrence, President and Founder of *Information, Pure and Simple, LLC*, has worked in the credit union movement for some 20 years directing the marketing department at Mountain America Credit Union (MACU) in Salt Lake City. During that time he oversaw the marketing program as Mountain America moved into the CUSO arena and led the marketing activities for MBL products. Lawrence has lectured at credit union conferences on a variety of topics including Small Business Lending, Best Practices, and also Creating and Cultivating Sales Cultures, just to name a few. Just prior to his leaving MACU, the credit union was named the number one brand among all credit unions of \$1 Billion or more in the United States. That ranking by a Florida-based branding organization was based on Mountain America's performance in customer service and convenience.

ANNUAL MEETING ANNOUNCED

Make your travel arrangements today and join us at the MBL Annual Meeting Tuesday, November 12, 2013, beginning

at 9:00 AM (MST) at Salt Lake's Grand America Hotel. Come to hear the 2014 Operating Plan and mingle with other MBL owners throughout the day and at a special reception at 4:15 PM after the business meetings.

CURRENT RATES

WSJ PRIME	3.25%
1-Month LIBOR	3.18%
SBA Fixed	5.62%
SBA Peg Rate	2.50%

GOALS TRANSLATE TO GROWTH

You can drive growth in your business portfolio by setting easily reachable goals. A best practice goal to easily reach is one given to your branches. If you are taking business loan applications in your branches, this will be an easy goal to set for them: **One Business Loan per Branch per Month.** If you are not and are using branches to make referrals to the lending department in your credit union, then this can be your goal: **One Referral per Branch per Month.** You'll see activity begin to increase as you set these goals and monitor activity toward meeting the goals.

MBL CLICKS ON SOCIAL MEDIA TO BUILD RELATIONSHIPS

Recognizing that the relationship between MBL and its Member/Owners is part of the formula for success it has tapped into social media to enhance that relationship. A one to one relationship is the goal of MBL's new web-based blog and its entry into social media. As of the third week in September, three blogs have been posted as a regular feature of MBL's website.

The blogs tell three stories, each important to credit unions in this economy. They discuss why credit unions should join the CUSO movement, how Member Business Loans are a prescription for shrinking margins in today's credit unions, and how Small Business Loans can provide a market niche for credit unions of all sizes.

We invite you to read the blogs and give us your honest feedback and new thoughts.

Access the blogs by clicking on the blog notation on our MBL, LLC website. Read them and agree or not by leaving a post for us. Watch future newsletters for news of our sites' upcoming LinkedIn and Twitter programs.

HOLIDAY CLOSURES

Columbus Day	October 14
Thanksgiving Day	November 28