



STRATEGIC PLANNING

SUMMARY OF SERVICES

SCA's seasoned industry leaders have what it takes to successfully work with you to develop the most challenging strategic planning process that precisely fits your specific needs. With years of experience, they've been through unexpected and difficult industry cycles, and through those times have learned what it takes not just to survive, but to identify opportunities to thrive.

EXECUTIVE MANAGEMENT ADVISORY SUPPORT

- ❖ Guiding you through developing your own road map to success
- ❖ Identifying business strategies that align with your vision through data-driven analysis
- ❖ Recognizing the people, process, and technology needs of development
- ❖ Providing MLO growth and lead generation approaches

SECONDARY MARKET LENDING STRATEGY SUPPORT

- ❖ Developing or expanding on your approach to secondary lending
- ❖ Guiding you through risk management considerations
- ❖ Supporting market and investor execution strategies
- ❖ Providing follow up execution and performance benchmarks

PROFITABILITY ANALYSIS

- ❖ Defining where profitability analysis gaps may exist in your organization
- ❖ Implementing or creating profitability measurement tools
- ❖ Identifying opportunities to adjust profitability based on measurement outcomes
- ❖ Recommending next steps for performance benchmarking

KEY BENEFITS OF THIRD-PARTY ENGAGEMENT

1. Provides access to a wide range of shared industry knowledge and deployment tactics
2. Validates, enhances or develops consistent, reliable, and accurate measurement tools
3. Helps you develop or align your strategic goals into actionable phases

Our core values are based on integrity, our commitment to Clients, and helping with performance and execution.

ABOUT THE STRATEGIC PLANNING LEAD CONSULTANT: DAVE BRENNAN

- 45 years executive management experience
- Skilled in portfolio and GSE lending growth and expansion

Emphasizes holistic methodologies with a community banking focus to enhance the benefits of your lending strategy