

## Change, It's Happening TODAY!

This newsletter will discuss CHANGE and how it affects you, your company and your living! It's happening today and everyday as part of our business community, so let's talk about the actual effects.

Change is inevitable so how do we accept change, manage change, embrace change, resist change and cause change?

Diamond Financial was founded in 1996 and has been under the same management team with the same focus, understanding, and embracing of change since inception. Many of the changes have occurred every year that we have been in business, but while we embraced and managed the changes that occurred, we also made sure that our core value proposition did not change but was enhanced by changes. We made changes each year to assure our trademarked consistency in the handling and processing of SBA mergers and acquisition transactions stayed the same.

Consistency and knowing what to expect in terms of people, process and outcomes are most important to our brokers.....our only customers! Our three day yes or no and 94% completion rate when we say yes has allowed our dedicated broker customers to achieve revenue levels of over \$500,000 annually.

What has been your experience over the years with the lenders?

Turnover in personnel thus turnover in relationship?

Changes in process and procedure causing deals to be declined or dropped?

Many lenders have dropped out of even offering SBA loans after processing large volumes of SBA loans for many years.

Lender BDO's have moved to other banks and those other banks many times have had different processes and rules as to what type of transactions they will or will not consider.

The lending landscape is continually changing making it more and more difficult for brokers to secure SBA loans for their acquisition deals. Lenders come and go almost annually these days and the lender consistency is non-existent anymore. Yes, it may be the excellent BDO that you've had a relationship with for many years but now they're at another new lender, one you've never heard of, and they now have to learn their own "new" back office and processes. Do you really have the time to allow them to learn on your transaction? Do you really want to?

Diamond Financial has been able to embrace and manage change while keeping our promise, vision and value proposition. We always maintain 6 lenders that we do enough volume with that they fit our box and criteria instead of the other way around. We are able to use the right lender for every business acquisition opportunity that comes our way. Our philosophy is simple, work with 6 or less lenders but consistently maintain volume levels with each of between 15 and 20 million dollars. We demand that each lender of ours conform to our guidelines, process and timelines which consistently produces results. Since we know each and every job function required to bring a transaction to a successful closing, we monitor each team member and keep them on task. We also demand performance by all third party vendors used by most SBA lenders, which also keeps your deal on track.

Within the last 30 days I've attended 2 major conferences and learned that 3 of the exhibiting lenders had people representing them that were employed less than 60 days prior. My thoughts immediately turn to the banking employee turn over rates which, based on LinkedIn, hit an all time high in 2016 and is continuing to grow. How could any BDO possibly be familiar with their back office approval requirements and / or their closing process when so many employees will be changing in their shop just this year.

At Diamond Financial we consistently secure approvals and close loans everyday, actually, that's all we do. That's all we've ever done, which is why we're the experts. We only focus on closing broker transactions and ways to assist brokers in being more successful. We offer advice, guidance and workshops for broker training as change IS happening everyday around us and we cannot afford to chance your deal on a new team, lender or rule.

One team, one focus, embracing change with a vengeance.

**If we are not doing business together..... We SHOULD be!**

Steve Mariani