



J.R. Bruno
& ASSOCIATES

Consultants to the Business Lending Community
SBA and MBL Specialist

OUTSOURCE COLLABORATOR

Business Lending News

Your Institution's Big 'Asset Surprise'

What's your institution's greatest asset? You might pinpoint the cash value of your deposits and the loans on your books. And you'd be right. But don't overlook one of your most valuable assets: your employees. In study after study, the most successful organizations rate "people" as among their most valuable assets.

A knowledgeable staff with a clear understanding of your products and operations - and the confidence to deliver - can be one of your finest assets. Every employee is the "face" of your institution and its ambassador to customers, vendors and the public. You want employees to be tops at what they do. Word-of-mouth is a powerful tool. Whether your institution uses social media or plain old face-to-face communication, satisfied customers are among your best source of referrals.

When a staff is at full strength, processes are handled correctly across the board from start to finish, mistakes are caught before they're applied, and gaps are filled in. Bottom line: when your employees are up to speed, your customers are happy. The direct result? Increased profits.

At J.R. Bruno & Associates, we bring our combined 150 years of commercial lending experience to developing valuable high-performing SBA and business lending teams: your greatest assets.

Meld information with experience. Our training is "learn by doing," with personal, hands-on guidance. Your employees will learn first-hand about loan documentation, closing requirements, securing collateral as well as overall loan review. We also offer ongoing training reviews, refreshers, and updates to keep your team apprised of best practices and regulatory changes.

If you're looking to add strength to your organization, J.R. Bruno is your lifeline. Your staff as your biggest asset? It shouldn't be a surprise! Contact us today.

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