



Leadership Insights: Jesse Davis

I meet with home improvement contractors almost every day. In my experience, some of the most thriving companies share one important attribute. They adhere to a strategically designed, repeatable sales process that acts as a roadmap for new and experienced sales representatives alike. Lead generation, prospect qualification, communication cadence, setting and conducting meetings, and a toolkit of resources—nothing is left to chance.



Presenting payment options every time as part of a repeatable sales cycle is how some of our largest contractors have grown their businesses working with us. If you need guidance developing a new or refreshed sales cycle, organizations such as [Grosso University](#), [EGIA Contractor University](#), and the [Certified Contractors Network](#) (CCN) offer training sessions, one-on-one consultations and online resources. And if you're looking for specific ways to incorporate GreenSky financing options into your repeatable sales cycle, your GreenSky Client Growth Manager or Merchant Service Concierge is always ready to offer support. I hope your 2023 is off to a good start!

Jesse Davis

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Here's what You'll Find in this Month's Newsletter:



- 2023 Outlook: Time to Regroup and Strategize
- On the Road Again: Upcoming Opportunities to Meet in Person
- Monthly Compliance Message

2023 Outlook: Time to Regroup and Strategize



If you have been looking at the news headlines lately, you may have seen talk of a slower 2023 in the home improvement industry. While that may sound like uncertain news, it also presents an opportunity to catch up on project backlogs and refocus on areas of your business that may require a strategic jumpstart. It's the chance to reassess your sales training, refresh your marketing or introduce a new referral program, to name a few. Below, we've included several links to industry research, articles and forecasts for your review, as we believe that having a better idea of what's ahead will help you to be strategic in your planning for the rest of 2023.

Key Industry Forecasts:

The [Leading Indicator of Remodeling Activity \(LIRA\)](#) from [Harvard's Joint Center for Housing Studies](#) (JCHS) predicts slower growth in 2023. Or, as Carlos Martín, JCHS Remodeling Futures Program Director, describes it in a [recent article](#) he penned for *Pro Remodeler Magazine*, "a more stable, sustainable kind of growth."

In a recent [Webcast](#), *Qualified Remodeler Magazine* and [John Burns Real Estate Consulting](#) predicted that home improvement activity will return to 2018-2019 levels but will be followed by a "historic remodeling boom". The presentation also included near- and long-term outlooks and 5 opportunities in residential remodeling. (Note: the link requires registration.)

According to a [Houzz survey](#), of nearly 4,000 homeowners conducted in October 2022, most homeowners will go ahead with planned remodeling projects in 2023.

As Remodeling Magazine reports, Zonda's [Residential Remodeling Index](#) (RRI) forecasts small decreases of 2.3% in 2023, 1.7% in 2024, and 0.1% in 2025.

On the Road Again: Upcoming Opportunities to Meet in Person



January 31 – February 2, 2023: IBS – Las Vegas, Nevada. We are excited to return to our industry's largest gathering, and we want to meet with you! Let us know that you are attending so we can set up an appointment at your convenience. Or see us in booth W1364.

February 7 – 8, 2023: Accelerate Live – Fort Myers, Florida. GreenSky is happy to be back with the Accelerate Live Crew in 2023. Join us in Fort Myers, FL, with like-minded contractors looking for greater success in 2023.

Feb. 22 – 24, 2023: SBE Service Business Evolution – Scottsdale, Arizona.

March 16 – 17, 2023: EPIC 2023 - Las Vegas, Nevada. Join us at Caesar's Palace

Monthly Compliance Message



Happy New Year! In this month's compliance message, we'd like to remind you about your obligations concerning consumer privacy and information security as these topics relate to the GreenSky® Program.

We are committed to ensuring the security of consumer information. Customers may provide you with sensitive personal information as part of the application, financing, or payment process, such as: GreenSky® account numbers, social security numbers, income information, and birthdates.

Please remember to keep all sensitive information secure. In addition, account numbers may not be emailed but rather, use the Application ID number, when interacting with GreenSky® regarding your Customers' accounts. This helps protect account numbers from email security issues. We appreciate your partnership in protecting our mutual Customers.

The GreenSky Team

Financing for the GreenSky® consumer loan program is provided by Equal Opportunity Lenders. GreenSky® is a registered trademark of GreenSky, LLC, a subsidiary of Goldman Sachs Bank USA. NMLS #1416362. Loans originated by Goldman Sachs are issued by Goldman Sachs Bank USA, Salt Lake City Branch. NMLS #208156. www.nmlsconsumeraccess.org

