



Leadership Insights: Jesse Davis



Saying that 2022 was a significant year for GreenSky would be a vast understatement. We proudly joined Goldman Sachs, an over 150-year-old global financial institution with a ~\$1.5 trillion balance sheet and core values of client service, excellence, partnership and integrity.

Since the start of GreenSky, our focus has always been you, our Merchants, and that will never waver. Now, we are better equipped than ever before to support you and continue helping you grow your business and delight your Customers.

Two things we want to reiterate that will continue to be priorities for us:

1. We are here and ready to support your growth.
2. We are committed to our Merchants and continue to invest and innovate. Stay tuned for our multi - offer pre-qualification tool coming soon.

Jesse Davis

Managing Director - President, Home Improvement
GreenSky, A Goldman Sachs Company

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

- Market Watch: 2023 Houzz State of the Industry Study Offers a Positive Outlook
- On the Road Again: Upcoming Opportunities to Meet in Person
- Monthly Compliance Message

Market Watch: 2023 Houzz State of the Industry Study Offers a Positive Outlook



2023 Houzz State of the Industry

U.S. Residential Renovation & Design



Despite some continuing headwinds, the annual State of the Industry study from Houzz shows that home improvement companies are optimistic about their business prospects this year. More than half of residential construction and design companies surveyed for the recently released study predict that 2023 will be a good or very good year for their businesses. Some of the areas addressed in the report include revenue growth, demand, cost of doing business and product availability.

[A recent article in Hardware Retailing](#) offers a high-level overview of the findings. For a look at the full State of the Industry report: [on the Houzz.com site](#).

On the Road Again: Upcoming Opportunities to Meet in Person



April 2 – 4, 2023: Service Trade Brands Conference – Phoenix, Arizona
 April 13, 2023: [GAF Carolina Region Expo – Cherokee, North Carolina](#)
 April 19 – 21, 2023: RE-Bath – Atlanta, Georgia
 April 27 – 30, 2023: [CCN Spring Conference – Arlington, Texas](#)
 April 30 – May 2, 2023: RE-Bath – Phoenix, Arizona

Monthly Compliance Message



Thank you for your continued participation in the GreenSky® Program. Your participation is subject to various program rules and obligations, including, but not limited to, ensuring that your Customers are aware of and authorize the submission of any credit application or transaction. Although the Program Agreement and Operating Instructions are available any time, we want to communicate with you regularly about various compliance issues important to your participation.

In this month's compliance message, we want to discuss the importance of ensuring your Customers are treated fairly and equally. We are committed to fair lending and want to remind you of your obligations related to anti-discrimination.

There are federal and state laws (such as the Equal Credit Opportunity Act) that prohibit discrimination against applicants and borrowers in credit transactions. It is important that you and your team do not discriminate against any potential applicant or approved borrower based on that person's personal characteristics, such as race, ethnicity, gender, or age. Merchants must refrain from making any verbal or written statement to a prospective applicant that would discourage the person from pursuing an application for credit or that would steer a person to a more expensive credit product or less favorable financing option.

There are two ways a person may be discriminated against. First, someone can take an explicit action to discriminate against an applicant or borrower (this is called "disparate treatment"). Second, even if a person does not intend to discriminate, what appear to be neutral policies or practices may have an illegal adverse discriminatory effect on an applicant or borrower (this is called "disparate impact").

We know how important your Customers are to you, and we are here to help proactively prevent discrimination. We appreciate your partnership in preventing discrimination and treating all Customers fairly.

And to assist you further in understanding Compliance related topics, there is a section on Marketing Compliance as part of your required Merchant Training.

If you have any questions, please contact us at: 1-800-357-1558. We're here to help!

The GreenSky® Team

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