



Leadership Insights: Jesse Davis

Strategy is loosely defined as a plan of action designed to accomplish a major objective. The term 'strategic' is tossed around a great deal and in many contexts, but in business, it's attached to a variety of aims that can lead to desired outcomes such as revenue increases, company growth, market expansion and other overarching goals.



Transition planning for your business is a strategy. It requires a plan with defined scope, financial impacts, timelines, potential risks, and communication, among other factors. A transition, carried out successfully, rests heavily on the right succession team that will help carry the company through any number of challenging scenarios: the retirement of a founder or partner, the sale of a company or the merging of multiple companies, for instance. And the right succession team goes back to the people you surround yourself with. We've all heard various quotes about taking stock in the people you bring into your circle, and this is relevant to both your personal and professional life.

Playwright and screenwriter, Aaron Sorkin is quoted as saying, "If you're smart, surround yourself with smart people, who disagree with you." If you pair that insight with "You're the average of the five people you spend the most time with," credited to Jim Rohn (formerly), an entrepreneur and motivational speaker, what you come up with is that the people around you should not only be smart, but unafraid to voice a different opinion than yours.

In the context of any decision to be made or plan to be carried out, your outcome will be the collective of the varied insights and expertise of the group. Not only should you want this to be part of something as significant as a transition plan and succession period, but ongoing, as part of how you run your business. Be thoughtful, selective, and listen closely. Your objective will be met with the curated intelligence of the group, and if you've chosen your group correctly, your outcome will reflect it.

As always, GreenSky focuses on being strategic on behalf of itself as a company, but also on your behalf. We are here to help you develop your sales and financing strategy, and I hope you think of us as part of your inner circle of advisors.

Sincerely,

Jesse Davis, President of GreenSky Home Improvement

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

- GreenSky Mobile App: Making Your Login Experience Easier
- Resources to Help You Get the Most from the GreenSky Program
- Monthly Compliance Message

GreenSky Mobile App: Making Your Login Experience Easier



If you or your sales team uses the GreenSky Mobile App, the log-in process has been upgraded to be faster and more secure, protecting your business and Customers. When you log in, you can now choose to use Face ID or your fingerprint, depending on your device. This replaces the need to type your password every time.

Want to know more about turning this feature on with your device? Go into your GreenSky Mobile App and click on "Settings" to learn more.

Monthly Compliance Message

GreenSky® Compliance

Marketing Compliance Guidelines

Your participation in the GreenSky Loan Program 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 all marketing efforts promoting the GreenSky Loan Program, we require that certain regulations and advertising parameters are met and adhered to. These guidelines are specific to the GreenSky Home Improvement Financing Program, and compliance is a condition of continued participation in our program. Our expectation is that all Customers and prospective credit applicants are treated fairly and responsibly, and that starts with Marketing.

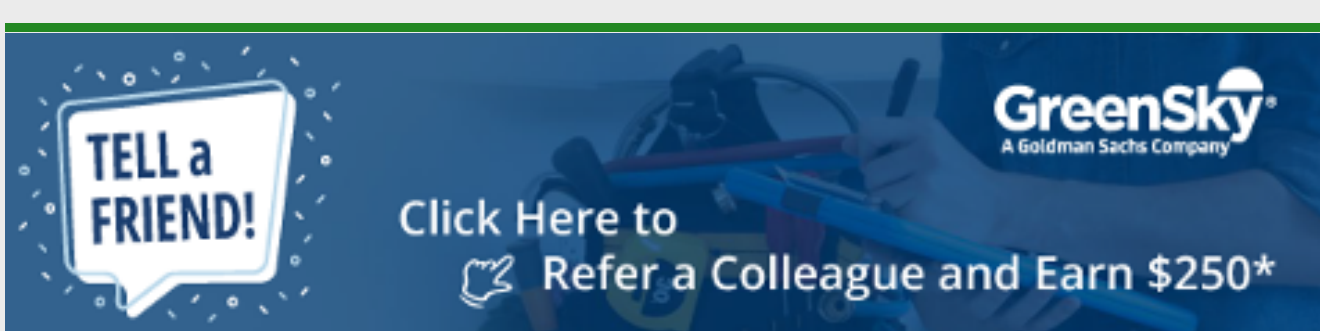
We are here to support you in your marketing initiatives related to GreenSky's financing.

A reminder regarding Merchant Fees and the Program's prohibition of surcharges:

We would like to remind you that you are prohibited from surcharging your Customers for Merchant Fees. This means that you cannot charge Customers who finance through GreenSky more or differently than other Customers to cover the cost of your Merchant Fees. The prohibition is an important protection for our Customers and our Program. We appreciate your commitment to complying with the GreenSky Program requirements.

As always, if you have questions, please contact your Client Growth Manager or reach us at 1-800-357-1558. We're here to help!

The GreenSky® Team



* [Referral program rules](#)

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