



### Leadership Insights: Jesse Davis



By now, you have likely seen the recent announcement related to the sale of GreenSky! We are extremely excited about the transaction, which involves a consortium of some of the world's leading global investment firms, led by Sixth Street, as well as investment funds and accounts managed by KKR, CardWorks, and Bayview Asset Management. The transaction also includes significant support from PIMCO through an asset acquisition.

We expect the acquisition to close in Q1 2024, subject to customary closing conditions, and until then we will be operating business as usual under Goldman Sachs, with absolutely no disruption to your service. GreenSky, Goldman Sachs, and our new partners are all prioritizing a seamless transition. We are thrilled to be joined by our new partners, who will continue to provide stability and funding capacity to support your growth now and into the future.

#### Meet Our New Partners:

- **Sixth Street** is a global investment firm with over \$74 billion in assets under management. Founded in 2009, and with more than 500 team members operating around the world, Sixth Street is dedicated to developing themes and offering solutions to companies across all stages of growth.
- **KKR** is a leading global investment firm with over \$519 billion in assets under management, including \$200 billion in credit. KKR aims to generate attractive investment returns by following a patient and disciplined investment approach, employing world-class people, and supporting growth in its portfolio companies and communities.
- **PIMCO** manages \$1.79 trillion in assets and is a global leader in active fixed income with deep expertise across public and private markets.
- **Bayview Asset Management** is an investment management firm with over \$17 billion in assets under management that focuses on investments in mortgage and consumer credit, including whole loans, asset backed securities, mortgage servicing rights, and other credit-related assets.
- **CardWorks** is a leading credit and payments company, and a people-centric, compliance-focused organization enabled by data and technology. Merrick Bank, the wholly owned bank subsidiary of CardWorks, is an expert in non-prime consumer lending (having helped more than 10 million customers) as well as merchant payment processing (servicing over 100,000 merchants and \$60 billion in payment volume per year).

Thank you for your continued partnership. We are energized by what's ahead!

Sincerely,

Jesse Davis, President of GreenSky Home Improvement

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

- If Your Goal is to Delight your Customers, Listen Carefully
- Resources to Help You Get the Most from the GreenSky Program
- On the Road Again: Opportunities to Meet in Person
- Monthly Compliance Message

### If Your Goal is to Delight your Customers, Listen Carefully



Delighting your Customers means meeting or exceeding their expectations on every project. To do that, a clear understanding of their expectations is essential. This requires you to stop merely hearing and start listening to your Customers. Being an effective listener is an acquired skill, and it requires not only focus each time you are communicating with your Customers, but also ongoing practice to continue improving this skill set.

It is important to understand that listening is not a passive activity. Active listening requires you to:

- Concentrate on what is being said and avoid interruptions.
- Avoid focusing on what you might say next and instead really listen to what is being said in the moment.
- Use body language and nonverbal communications to let the speaker know you are listening, without interrupting.
- When it is appropriate, don't hesitate to ask clarifying questions to ensure you understood what was said.
- Take comprehensive notes. Do not rely upon recollection.

In addition to giving you an understanding of your consumer's vision and the ability to offer the appropriate solution, being an effective listener will create the positive rapport you are striving for, leading to satisfied Customers and possibly return Customers.

#### Additional information on this topic:

[Listening: An Essential Skill from Remodeling Magazine](#) relates being an effective listener in general to the home improvement industry, offering additional valuable tips and suggestions.

Career website Indeed offers advice on [how to be a good listener in 6 steps](#).

### On the Road Again: Upcoming Opportunities to Meet in Person



- November 1 – 3, 2023: [Buy Max – Authority Brands](#) – Orlando, Florida
- November 8, 2023: [PELLA PCC Event](#) – Philadelphia, PA
- November 9 – 11, 2023: [RoofCON](#) – Orlando, FL

### Monthly Compliance Message

#### GreenSky® Compliance

## Annual Compliance Training

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.

This month's compliance message addresses proper signature capture and how to properly verify a Customer's signature. The Customer's signature for any loan application authorization or any other purpose should be an accurate representation of the Customer's signature. It should mirror as closely as possible the Customer's signature on their government issued ID. As you may know, we offer mobile signature capture and other easy ways to obtain Customer authorizations to submit an application. These signature requirements apply to any electronic signature captured during the electronic application process.

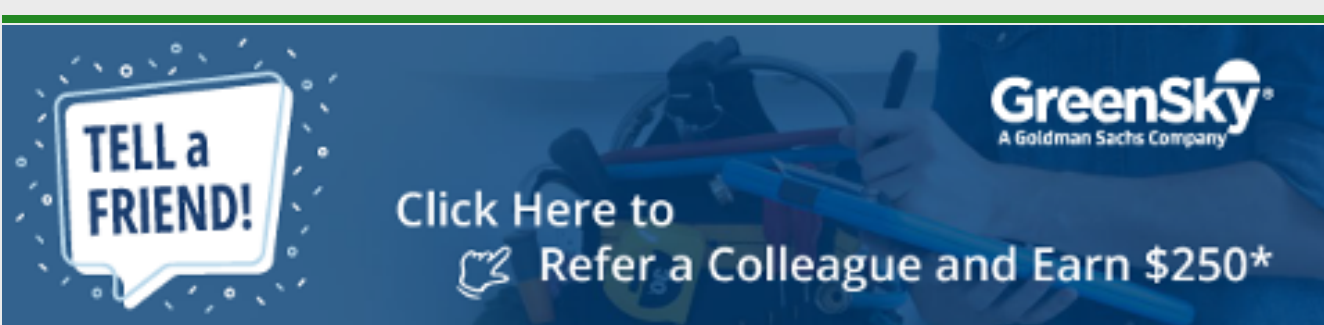
In addition, you are required to verify the identity of your Customer when he or she applies for credit or makes a purchase with you using his or her loan. To do this, you must obtain the Customer's driver's license, or another government issued photo ID, and confirm that the information on the photo ID matches the information your Customer provides and the physical appearance of your Customer. You must not knowingly submit an application, allow an application to be submitted, or process a transaction if: (i) you identify problems with the Customer's identification document; or (ii) there are discrepancies between the Customer's identification document and the Customer's physical appearance or application information (including the Customer's signature). Failure to verify the Customer's identity in this manner or proceeding with an application submission when there are issues with the identification document may result in application or payment fraud. It is also a violation of the representations and warranties in your Program Agreement and may result in a refund. Please protect your business and your Customers by checking Customer identification documents and blocking credit applications or transactions where the identification verification does not check out.

#### 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. This 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

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](http://www.nmlsconsumeraccess.org)

