

Economic Development Make WBD Your Business Finance Resource

By Dan Schneider

Rich Diemer, the long-time author of this article, has retired after a 25-year career with WBD. In addition to providing insight on numerous topics in this publication, Rich was also the author of the *Wisconsin Lending Guide* f/k/a the *WBA Economic Development Manual* during its 25-year history. We want to publicly thank Rich for his commitment and passion for assisting both small businesses and the banking community.

We are taking this opportunity to reevaluate how to best use this space to provide bankers across Wisconsin with useful and interesting information. You will most likely see guest authors sharing

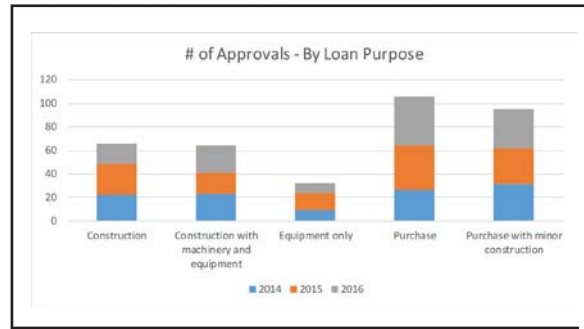


Economic Development

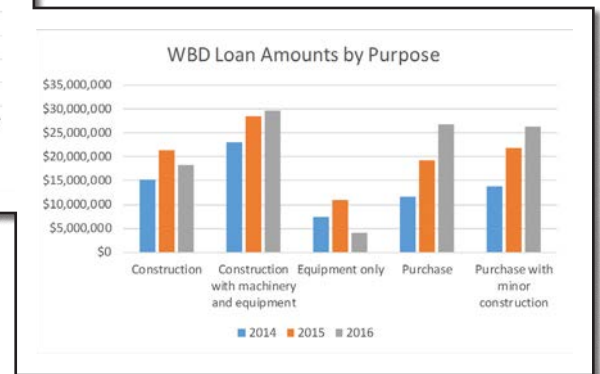
Dan Schneider

been making a few other changes at WBD over the past couple of years. Our rebranding journey has helped us focus on what we do best and has clarified our desire to be “Your Business Finance Resource.”

Before I run out to space this month let me leave you with a bit of insight on what sort of project we have been funding lately. The SBA 504 Loan can be used to finance commercial fixed assets. Of course we are talking about property, buildings, machinery and equipment, but how much of these things have we been



#1



#2

their expertise on relevant topics to small business lenders.

As many of you may have noticed, we have

Given that our primary business is providing access to the SBA 504 Loan Program, you can continue to count on us to be your SBA experts, but we are going to shift our focus a bit to providing information on trends, lessons and insight we gain by looking at what is going on in our 504 portfolio. With nearly 1,300 loans statewide and a current balance of about \$640 million, we know there are lessons to be learned. Moving forward our intent will be to help you understand how the program is being used, what trends are emerging and even specific problems we are helping solve for borrower and banker alike.

With a staff of high performing experts, I have the luxury of utilizing their experiences to provide a number of unique perspectives to help you understand how to recognize good fits for SBA programs and how to use them to benefit your bank. I am excited to expose you to a larger cross section of the people who make things work here at WBD.

funding over the past three year? Let’s take a look:

As you can see (*chart #1, above*), purchases of existing real estate accounted for the largest number of deals over the past three years, which includes purchasing buildings currently being leased from third parties or purchasing larger facilities to accommodate growing businesses. A look at the level of financing these projects required (*chart #2, above*) seems to support this as well.

As we kick off 2017, I remain committed to making WBD “Your Business Finance Resource.” We can only succeed if we are giving you what you want, so if you have a question, comment or suggestion please share it. I will do my best to make our resources, your resources.

Schneider is president and CEO of WBD Finance Corporation in Madison. The Finance Corporation was formed to assist small businesses in gaining access to capital in order to grow their businesses, provide job opportunities, and inspire their communities.

Congratulations to our 2016 Lending Partner Honorees!

Lender of the Year



Luke Hagel
Commerce STATE BANK
Earning Relationships

WBD Elite Lenders Class of 2016

*WBD Elite Lenders have done 10 or more SBA 504 Loans with WBD



WBD Your Business Finance Resource™



Andrew Boario
WATERSTONE BANK



Matthew Wilcox
BLC Community Bank

Go to WBD.org to view videos of our 2106 Business Winners!