

SFNet's Annual Report **2023**
Built for the Moment



**Secured Finance
Network**



Jennifer Palmer
JPalmer Collective
Immediate Past President of SFNet



Barry Bobrow
SFNet President
Regions Business Capital



Rich Gumbrecht
CEO, SFNet

Introduction

2023 was a strong year for the Secured Finance Network and our Foundation. Despite a backdrop of geopolitical, regulatory, technological, competitive, and economic shifts that challenged us individually and as members of the secured finance community, we remained resilient, resourceful, and committed to our purpose of deploying essential capital in any environment.

Our Annual Member Survey showed satisfaction at an all-time high and affirmed the continued relevance and value of our networking, professional development, advocacy and information resources. Over 500 volunteers served on committees along with our dedicated staff, helping to shape our member experience.

We say we are Built for the Moment. Together we have stewarded our organizations and our association through decades of change. We draw strength from the depth and diversity of our people. Today an increasing proportion of our membership, and the majority of our Executive boards, are made up of women, other under-represented groups, and past 40U40 winners, preparing us for what lies ahead.

Going forward we will continue to focus our energy and financial resources on:

- attracting, developing and recognizing our emerging talent who invigorate and elevate our industry
- navigating geopolitical and economic risks
- innovating ways to combat threats like a changing competitive landscape, burdensome regulations and emerging technologies

We couldn't be more proud of all we've accomplished together. Thank you for everything you do for our essential and thriving community.

Jennifer Palmer
JPalmer Collective

Barry Bobrow
Regions Business Capital

Rich Gumbrecht
Secured Finance Network

Highlights of 2023 Initiatives



Click + to
learn more

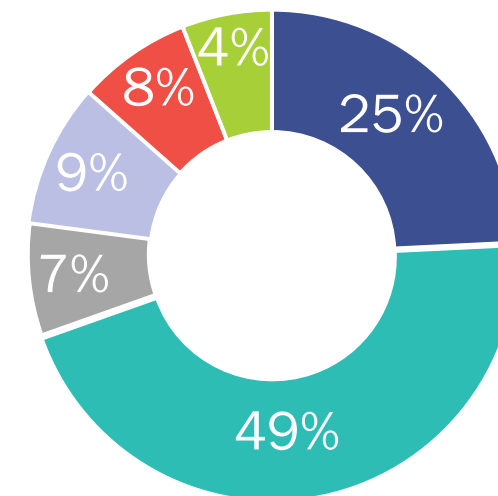
- [+] **Refresh of Market Sizing and Impact Study:**
The [Secured Finance Foundation](#), with oversight from the Study's Steering Committee, updated the groundbreaking 2019 Secured Finance Industry Market Sizing and Impact Study for the purpose of benchmarking, strategic planning, attracting capital and assisting in advocacy efforts on behalf of the industry, drawing nearly two thousand downloads by year end.
- [+] **Mentoring Program:**
The Secured Finance Foundation and the SFNet DEI Committee expanded the SFNet Mentoring Program, which serves our community by connecting established veterans with those early in their careers. 80 participants from 55 member companies contributed to the success of the 2023 program. One participant said, *"This program has had a profound effect on my professional development. It has encouraged me to not only expand my network, but to also challenge myself both professional and mentally."*
- [+] **CA Safe Harbor Amendment:**
Thanks to an aggressive fight in California, SFNet was able to obtain a [safe harbor](#) for lenders relating to the state's financial disclosure law. SFNet further provided members with the most comprehensive [Guide](#) to complying with the New York Disclosure Regulations for Commercial Finance Transactions that went into effect August 1, 2023.
- [+] **Basel III Endgame:**
SFNet's Advocacy Committee assembled a task force including member banking institutions, legal resources and strategic advisors to address proposed new regulations incorporating Basel III risk weighted capital standards. SFNet met with officials from the OCC, Federal Reserve and FDIC as well as aligned groups, including the American Banking Association and SIFMA, and submitted its [comment letter](#) in January 2024.
- [+] **TSL Express Secured Finance Deal Table:**
SFNet launched a comprehensive, fully sortable interactive deal table providing detailed ABL, factoring and other senior secured transaction information on over 3400 deals (additional deals added every day). Each deal includes a detailed transaction news summary page providing available information including deal terms, structure, interest rates, contact information and more.
- [+] **Networking Events:**
Thousands attended over 100 National, International and Chapter Events bringing together our community for thought-provoking, relationship-building and deal-making opportunities. In June, SFNet celebrated the 2023 40 Under 40 Award winners at the Plaza Hotel in New York City at our most-attended awards gala to date.

Financial Performance

The Secured Finance Network, Inc. & Affiliate's FY23 Net Income and Net Operating Income was \$577,936 and \$265,468 respectively. Strong operating performance was driven by higher member engagement and live events. Because we are a nonprofit 501c6, the FY23 surplus, by SFNet policy, has been reinvested in additional value-creating programming for our members as part of our board-approved FY24 budget and to ensure long-term financial sustainability.

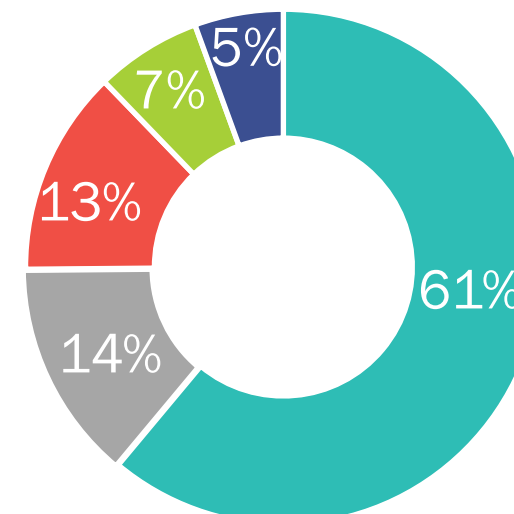
To see our audited financials and 990 tax filings [\[+\]](#)

FY2023 Financial Summary



Revenue

- Events & Networking \$3,469,024
- Dues \$1,796,351
- Data & Information \$631,514
- Contributions \$439,658
- Professional Development \$503,129
- Non Operating Income \$312,468



Expenses

- Events & Networking \$4,014,519
- Data & Information \$848,575
- Advocacy \$437,528
- Professional Development \$907,226
- Administration \$366,359

Membership 2023 Update

SFNet welcomed 30 new members in 2023. New member profiles can be found in both *TSL Express* and *The Secured Lender*.

SFNet welcomed 30 new members in 2023, representing asset-based lenders, factors, supply chain finance, private credit, credit insurance, law firms and community banks, and building our broad and inclusive secured finance ecosystem. New member profiles can be found in both *TSL Express* and *The Secured Lender*. Member engagement, as a proxy for value, grew across committees, programs, and accessing resources at the national and chapter level, as reported on the following pages. Member loyalty was at an all-time high as expressed in record Net Promoter Scores.

Net Promoter Scores (NPS)*

2019 → 42

2020 → 49

2021 → 56

2022 → 55

2023 → 63

* SFNet year end surveys (2019-2023)

Excellent **Net Promoter Score of 63** (2X association benchmarks). **8 out of 10 engaged members would recommend SFNet to others**, with >90% rating SFNet networking, professional development, information resources and advocacy work predominantly better than their best experiences at other associations to which they belong.

SFNet is investing resources in line with members' desire for more networking opportunities, data and forecasts, as well as attraction and development of talent in the year ahead.



→ **91%**

Networking is the most important service offered by SFNet, every aspect of which improved over the previous year

→ **77%**

Rate SFNet's industry data reports and forecasts as highly valuable offerings

→ **84%**

Named *The Secured Lender* and *TSL Express* as the most valuable offerings overall

→ **80%**

Say that SFNet helps in building personal relationships and in making new connections

“My experience has been great. The Mentoring Program opened many new doors for me.”

— Response from the SFNet 2023 Survey

“I think that SFNet is an invaluable tool for ABL pros at every stage. You are doing a great job. Keep up the good work!”

— Response from the SFNet 2023 Survey



2023 40 Under 40 Awards



2023 Annual Convention



2023 Emerging Leaders Summit

Highlights of Networking

Over 2,200 members and non-members attended SFNet tent-pole events, including thought-provoking conferences featuring over 100 live and virtual panels.

SFNet brought together our community for networking, relationship building and deal-making opportunities.

- [+] ■ Asset-Based Capital Conference: **“Enjoyed the fresh content coupled with outstanding networking.”**
- [+] ■ Annual Convention in Orlando: **“Great networking, atmosphere and panels.”**
- [+] ■ 40 Under 40 Gala: **“The venue is perfect, atmosphere exceptional and well-attended.”**
- [+] ■ Women in Secured Finance Conference: **“The Opening Reception is a great way to meet people. I also find the roundtable structured discussions to be an excellent opportunity to meet people and discuss challenges.”**
- [+] ■ Emerging Leaders Summit: **“I appreciated the opportunity to interact with senior leaders as well as various chapter presidents.”**
- [+] ■ Independent Finance Roundtable: **“This conference is fantastic with the best and brightest in the alternative finance space. Really enjoyed connecting and sharing information/best practices.”**
- [+] ■ International Lending Conference: **“I thought the agenda was relevant and interesting and the event attracted a good number of professionals in the market.”**
- [+] ■ Cross-Border Lending Summit: **“It was beneficial to hear various viewpoints from professionals across different parts of the cross border lending spectrum.”**
- [+] ■ SFNet regional chapters offered outstanding networking activities at the local level including golf outings, sporting events, beach parties as well as educational events.

Professional Development

Over 1,300 member employees participated in professional development programs.

SFNet continued its focus on encouraging members to take advantage of the association's expanding education offerings and assisting in their professional development:

- [+] ■ **Successful Mentoring Program:** The Secured Finance Foundation and the SFNet DEI Committee expanded our mentoring program, which serves our community by connecting established veterans with those early in their careers. This program was lauded as a success by both mentors and mentees. The 2023 iteration consisted of 80 participants from 55 member companies.
- [+] ■ SFNet partnered with NYU Stern Executive Education to offer **Impactful Leadership for High Potentials** program in NYC. The Program, which also incorporated learnings from SFNet industry experts, received high praise from attendees and planning is underway for a second cohort.
- [+] ■ **SFNet Presents In the Know Podcast:** SFNet and host Barry Bobrow continued our series of video and audio podcasts focused on important trends and developments in secured lending. The SFNet Presents In the Know podcasts is a series of conversations with compelling thought leaders on important topics impacting the finance and secured lending markets. These brief and engaging discussions provide information and perspectives critical to being more successful in your business by keeping you In The Know. Four episodes were presented in 2023.
- Provided 8 **Guest Lectures** at various colleges and universities, creating a pathway for young professionals into the exciting Secured Finance Industry.
- [+] ■ Offered 11 CPE accredited education courses, which help solidify and expand registrants' field of knowledge.
- [+] ■ 223 member employees from 80 member companies attended live on-line classes. (Reminder: All employees of member companies are entitled to attend On-Demand classes at no cost as part of your membership dues.)

Information Resources

Nearly 200,000 views of TSL Express and The Secured Lender articles.

SFNet delivered robust content and data in 2023:

- [+] ■ Our interactive Deal Table launched, providing detailed information on over 3,000 ABL, factoring and other senior secured transactions.
- [+] ■ The Market Sizing and Impact Study refresh was published in June 2023, drawing nearly two thousand downloads by year end.
- [+] ■ The SFNet Quarterly Asset-Based Lending Surveys as well as the Annual ABL and Factoring Surveys were published, providing participants a rich resource for benchmarking and planning. A new Mid-Year Factoring Survey was also introduced.
- [+] ■ 11 Crucial Conversations webinars were held covering topics such as In-Transit Inventory, Lending on Government Receivables, Managing and Performing Effective Field Exams, and State Financial Disclosure Legislation, with over 90% of member companies participating.
- [+] ■ Timely and robust member forums among functional (business development, legal and credit) and leadership (CEO) cohorts were held both virtually throughout the year and during SFNet's Annual Convention in Orlando.
- [+] ■ *The Secured Lender's* 2nd annual Great Places to Work issue was published including profiles highlighting SFNet members companies. The issue is being distributed to colleges and law schools to increase knowledge of the industry and encourage the next generation to explore career opportunities in the industry.
- [+] ■ SFNet website was visited almost 300,000 times with nearly one million page views.

Advocacy Initiatives

SFNet advocated for the industry on important initiatives.

- [+] ■ Thanks to an aggressive fight in California, SFNet was able to obtain a safe harbor for lenders relating to the state's financial disclosure law.
- [+] ■ Published the New York Financial Disclosures Law Compliance Guide.
- [+] ■ SFNet testified in opposition to the IL commercial finance disclosure bill. Although the bill didn't move in 2023, SFNet was successful in getting the threshold amount amended from \$2.5 million to \$500,000.
- [+] ■ SFNet succeeded in getting a hard-fought win in CT, getting ABL and factoring carved out of the state's commercial finance disclosure bill.
- [+] ■ Jon Helfat, SFNet co-general counsel, joined the Uniform Law Commission to address disclosures at the federal level.
- [+] ■ SFNet's Advocacy Committee assembled a task force including member banking institutions, legal resources and strategic advisors to address proposed new regulations incorporating Basel III risk weighted capital standards. SFNet met with officials from the OCC, Federal Reserve and FDIC as well as aligned groups, including the American Banking Association and SIFMA, and submitted its comment letter in January 2024.
- [+] ■ SFNet successfully influenced the carve out of factors and certain asset-based lenders in Dodd Frank 1071.
- [+] ■ Held 3 advocacy-related webinars for members.
- [+] ■ Created a state-by-state map on SFNet.com to assist members in keeping track of significant advocacy issues.

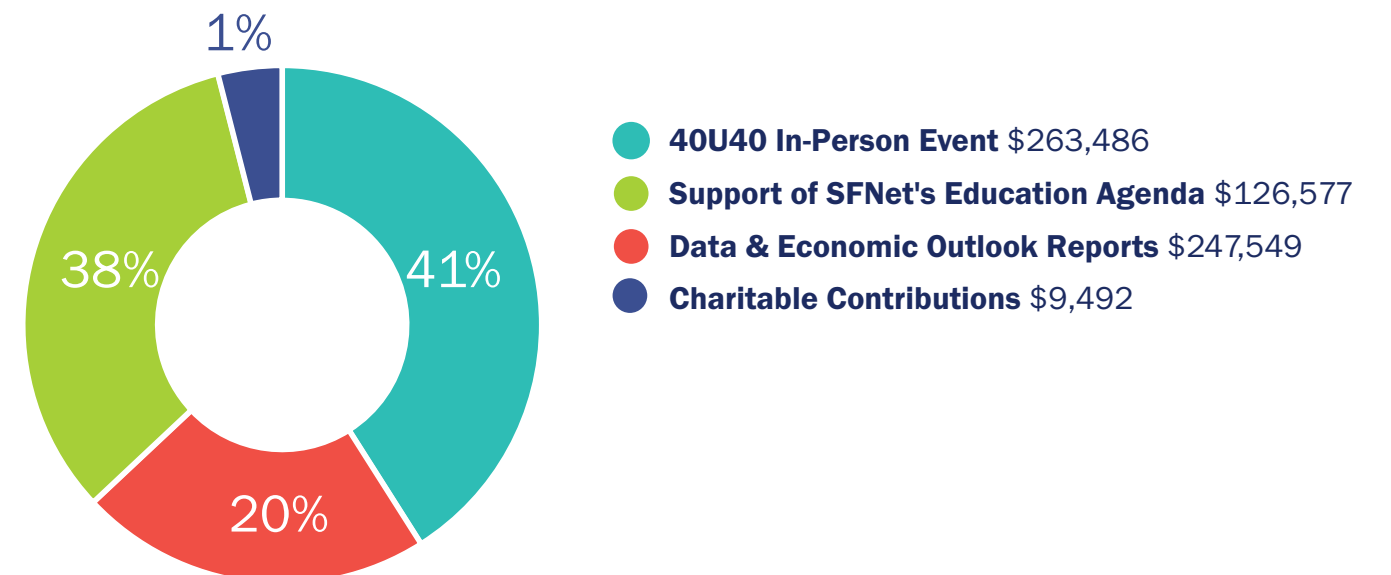


Secured Finance Foundation

The mission of the Secured Finance Foundation is to encourage, facilitate, and support education, innovation, and charitable works for the betterment of organizations and professionals who deliver and enable secured finance—and for the communities of which they are a part. As a separate entity from the Secured Finance Network, the Secured Finance Foundation is a 501(c)(3) organization that funds crucial initiatives benefiting our members.

- [+] SFFound raised \$737,208; \$297,550 from events and \$432,670 from individual and corporate contributions in 2023, exceeding 2022 outcomes by \$45,288.
- Hosted highest attended 40 Under 40 celebration to date at the Plaza Hotel in New York City.
- Provided funding for 6 data studies and 2 Market Pulse forecasts.
- Funded the highly valued Market Sizing and Impact Study refresh.
- Published new lender Compensation Study.
- Expanded education programs' accessibility and utility in 2023 through expanded free-to-members On-Demand programming and refreshed core curriculum with new case studies.
- Underwrote a reimagined leadership development program in conjunction with NYU.
- Engaged our Next Generation of industry leaders via an expanded University Guest Lecture program coupled with internships and scholarships through the Martin I. Katz Family Endowment.
- [+] Contributed to local charities aligned with our SFNet Chapters.

Where do your donations go?





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Republic Business Credit



Betty **Hernandez**
SFNet Vice President
SLR Business Credit



Bobbi Acord **Noland**
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Hamid **Namazie**
SFNet Advocacy Committee
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Ian **Fredericks**
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Supremna **Cole**
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SFNet Factoring Committee
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Lawrence **Flick**
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Jennifer **Palmer**
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JPalmer Collective



Laura **Glass**
SFNet Women in Secured
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Kathleen **Parker**
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Jordan **Klein**
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Michael **Scolaro**
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Greg **Slowik**
SFFound Secretary & Treasurer
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