

CUES SCHOOL OF BUSINESS LENDING ONLINE

April 1 – October 31, 2024

The difference between a good loan and a bad loan is a better education.

Business lending offers credit unions a unique growth opportunity. However, given an uncertain market and potential recession, there's never been a greater need for informed lending advisors. The necessary skillset can't be taught in a quick, one- or two-hour seminar.

To better prepare advisors, CUES School of Business Lending offers a 30-week, intensive online curriculum, covering all the essentials. Three separate units focus on Business Lending Fundamentals, Analysis and Diagnostics, and Strategic Lending.

Through a variety of formats, course participants will:

- Learn how to set up a business lending program for maximum profitability
- Explore rock-solid lending practices
- Identify potential lending risks
- Study smart growth and management tactics
- Practice using real-life scenarios

Make business lending a key component of your credit union's growth strategy. Develop trusted, expert advisors who can easily tell a good loan from a bad one. Even if it prevents just **one** bad loan, this comprehensive course will pay for itself!

To learn more, visit cues.org/SOBL.

State and federal examiners rely on their expertise. So can you.



Jim Devine, Founder
Chairman and CEO
Hiperion, Inc.



Bob Hogan, Founder
President and COO
Hiperion, Inc.

Jim Devine and Bob Hogan have more than 50 years combined experience developing, facilitating, and implementing training programs in business lending. In addition to instructing federal and state examiners, they have worked with respected business owners and lenders across the U.S. and around the globe.

