



Internet Lending: Opportunities and Challenges

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The 21st Annual FiSCA Conference and Exposition
Colorado Springs, CO
October 22 - 25, 2009



Workshop Format

- This workshop will explore various aspects of the Internet Lending business model, including a discussion of opportunities and challenges in the burgeoning online market.
- The workshop discussion will flow from a series of questions that will be presented to the panel and will include an interactive dialogue with the audience.

Discussion Topics

- Exploring and understanding the Internet
- Getting started on the Internet (Technology)
- Legal/Compliance
- Operations
- Customer attention and retention
- Collections

Exploring and Understanding the Internet

- The path to the Internet
- Gaining knowledge about the Internet
- Understanding what is involved in order to be successful

Getting Started on the Internet (Technology)

- What is involved
- Maintaining a website
- What are the costs
- Who do I partner with

Legal/Compliance

- Various business models
- Internet lending beyond the U.S.
- Legal requirements for online lenders
- Adverse action notices

Operations

- Storefront lending v. online lending – similarities and differences
- Advertising and marketing
- Underwriting
- Competition
- Measuring performance
- Increasing profitability
- Staffing

Customer Attention and Retention

- Finding your customer base
- Competition
- Generating customer loyalty
- What advertising/marketing strategies work

Collections

- Storefront v. online
- Challenges in collecting on an online loan
- Managing bad debt
- Charge-off rates
- Unfair and deceptive practices