

PROGRESO FINANCIERO

MENLO PARK, CALIFORNIA

With over 90 locations in California, Texas, and Illinois, Progreso Financiero (Progreso) is America's largest provider of responsible and affordable credit for the financially underserved Hispanic community. Its mission is to help customers improve their lives and financial prospects through access to responsible, affordable, and credit-building lending products.

Progreso serves low-income communities that lack affordable, small-dollar credit options. It fills a void that exists in the financial services industry by lending small amounts of money at affordable rates to individuals with little or no credit. By paying back their loans, these customers are able to establish and bolster their credit history, making Progreso a lower-cost, empowering alternative to a high-cost payday loan.

Progreso offers unsecured credit to underbanked Hispanic families who lack credit scores, credit histories, and traditional banking relationships. Progreso believes that if served correctly and fairly, these borrowers will prove that they are, in fact, "pre-prime," loyal, long-term customers. Progreso's model combines "high touch" with "high tech," by merging best practices from the world of microfinance with the world of automation, statistical scoring, and CRM modeling employed by credit card companies.

Progreso offers credit-building, installment microloans between \$250 and \$4,000, with terms lasting six months to two years. Customers are free to use the loan funds as they wish. At the time of disbursement, each customer receives a short tutorial on important things to know about their loan and credit education.

Since making its first loan in 2006, Progreso has provided over \$750 million in loans to more than 300,000 individuals. Progreso is honored to be a certified Community Development Financial Institution (CDFI).



MARIA G HOUSE CLEANING

Mr. Jose Arrelano and his mother are a great example of how a small loan can make an enormous and positive difference in people's lives. In 2010, Mr. Arrelano and his mother launched a house cleaning business, Maria G House Cleaning, in Mountain View, California.

With about 100 clients, Mr. Arrelano saw an opportunity to increase his business through targeted marketing efforts. Although he only needed a small amount of money, his local bank refused to lend to him because he did not have a credit history, despite years of being a banking customer.

In 2011, Progreso provided Mr. Arrelano with a \$900 loan to help him launch a new marketing campaign. As a result of this marketing, Mr. Arrelano saw his business grow from 100 customers to 400. After paying off his first loan, he borrowed another \$1,400

in 2012 to invest in a more reliable vehicle for the business. As a result of the support he has received from Progreso, Mr. Arrelano has been able to see his business grow steadily.

CONTACT

Raul Vazquez
raul.vazquez@
progressfin.com
www.ProgressFin.com

Progreso Financiero BY THE NUMBERS

(2006 TO PRESENT)

- NUMBER OF LOANS ISSUED:
565,000
- TOTAL DOLLAR AMOUNT
LOANED: \$754M
- PERCENT OF CUSTOMERS WITH
NO PRIOR CREDIT HISTORY: 50%
- CERTIFIED AS A CDFI IN 2009
- OVER 90 LOCATIONS IN
CALIFORNIA, TEXAS, AND ILLINOIS

CDFI
COALITION
WWW.CDFI.ORG