

**Company:** CitiFinancial

**Project:** Speech

**Objective:** Introduce CitiFinancial to the community in Fort Mill, SC

**JENNIFER BROZIC**

*Portfolio*

**Excerpt #1:**

It's my pleasure to join you here today for the grand opening of our new CitiFinancial operations center. I'd like to begin by thanking Governor Sanford, the South Carolina Department of Commerce and the residents of this state for welcoming CitiFinancial to the area. We're grateful for the support we've received since we announced we'd be building this site in Fort Mill. We're proud to be a part of this community, and we look forward to a long and prosperous relationship together.

...when we make decisions such as this, we must always be mindful of our shared responsibilities to our clients, to each other and to our franchise. We must be sure we're doing the right thing for our customers, for our employees and for our business. I'm confident in saying that through the addition of this new facility we're honoring our shared responsibilities.

**Excerpt #2:**

Finally, I'd like to share with you a story—a story about one of our personal loan customers who's been with us since 2001. This customer always came into the branch to make his payments, and he always made them on time. However, within the last year he became late with his payments.

At CitiFinancial, we make it a point to get to know our customers, and this customer was no exception. So, one day when he came into the branch, one of our employees asked if there was anything we could do to help. During the customer's visit, he told our employee he'd gotten married early in the fall and by November his new wife had undergone numerous surgeries, which had been unsuccessful.

Both he and his wife were homeowners and as time went by, the bills started to pile up. They decided to put her home up for sale, but his house had significant equity, so they kept it. Our employee reviewed the couple's finances and consolidated their debt, saving them more than \$600 a month. Now, except for a car payment, they have no other debts to worry about during what we hope will be his wife's successful recovery. The customer continues to keep the branch updated on her condition, and we wish them both the best.

The story I have just told you may sound extraordinary, but it's not unique. There are stories like this in branches across our network. It's part of how we do business. We know the importance of getting to know our customers and the communities in which our branches and centralized operations are located. We encourage our employees to volunteer at the local level to truly make a difference where they live and work.

I look forward to CitiFinancial making a difference in your community.

*The CEO delivered this speech at the grand opening celebration of the company's centralized operations center in Fort Mill, SC. The purpose was to introduce CitiFinancial to the community.*