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SIGNATURE FINANCIAL SPECIALTY COMMERCIAL FINANCE A SUBSIDIARY OF SIGNATURE BANK


Signature Financial LLC, a subsidiary of Signature Bank, provides an array of finance and lease alternatives for commercial clients in a wide variety of industries, including Construction, Manufacturing, Transportation, Food Franchise, and Vehicle Funding.



Background

In 2019, Wakefly, Inc. embarked on a collaborative journey with Signature Bank, a distinguished leader in the full-service commercial banking sector. Renowned for its comprehensive services, Signature Bank operates private client offices spanning across the New York Metropolitan area, Connecticut, North Carolina, and California. Wakefly, Inc. assumed

responsibility for overseeing Signature Bank's hosting and public websites, leveraging the capabilities of Sitefinity CMS. This strategic partnership positioned Wakefly, Inc. as the ideal collaborator to undertake the development of the new site in Sitefinity, while also managing their other websites within a unified Sitefinity instance.




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\$6.7 Billion Total Loan & Lease Portfolio

INDIRECT ORIGINATIONS & VENDOR FUNDING

Flagstar Financial & Leasing will find the best fit among its multiple indirect business channels to provide the expertise and service you require.



Finance Solutions to Help Keep Your Business Growing

Flagstar Financial & Leasing, LLC is a subsidiary of **Flagstar Bank**, offers specialty funding nationwide to satisfy a broad range of business and equipment finance needs. Our team of experienced professionals provides the extensive industry, asset, and niche sector knowledge necessary to support your business initiatives while remaining wholly dedicated to Flagstar Bank's relationship-based service model.

Funding Options

Flagstar Financial & Leasing provides an array of finance and lease alternatives for commercial clients in a wide variety of industries, including Construction, Manufacturing, Transportation, Food Franchise, and Vehicle Funding. Flagstar Financial & Leasing also provides financing of renewable energy projects including solar and

Goals & Challenges

Central to this collaboration was the creation of signaturefinancial.com, a website meticulously crafted to support the expansion of Signature Financial's branding initiatives. This endeavor aimed to establish a dedicated online presence for Signature Financial, featuring a standalone site tailored to effectively showcase its diverse business offerings.

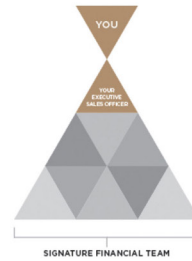
Signature Bank's decision to engage Wakefly, Inc. for this project underscores the trust placed in their expertise. Wakefly, Inc.'s proficiency in managing Signature Bank's hosting and websites using Sitefinity CMS served as a testament to their capabilities and made them the natural choice for executing the development of the new Sitefinity-based site. The consolidation of management within a single Sitefinity instance further streamlined operations, providing enhanced efficiency in overseeing multiple facets of Signature Bank's online presence.

The creation of signaturefinancial.com represents a strategic move by Signature Bank to reinforce and extend its brand reach, particularly within the niche served by Signature Financial. By establishing a dedicated platform for this segment of their business, Signature Bank aims to deliver a tailored and immersive experience to its audience. This standalone site serves as a focal point for presenting Signature Financial's business offerings, ensuring a cohesive and impactful representation in the digital landscape.

Wakefly, Inc.'s involvement in this project goes beyond mere website development. It exemplifies a partnership built on understanding the unique needs of Signature Bank and a commitment to delivering solutions that align with their business objectives. The utilization of Sitefinity CMS, known for its robust capabilities in content management, ensures that



Our Single-Point-of-Contact Service Model



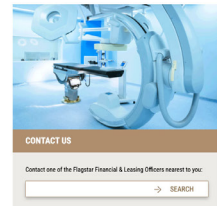
Flagstar Financial & Leasing can tailor solutions for your business and offer industry and asset expertise across a wide variety of sectors. The Executive Sales Team, composed of experienced financial service veterans, is the single point of contact for every Flagstar Financial & Leasing relationship, ensuring consistent, convenient, and cost-efficient service as they address your business's current and future funding needs. Our Executive Sales Officers partner with dedicated underwriting and documentation specialists whose depth of expertise and industry knowledge enable the team to work in harmony.

Whether you need a loan or lease, this group of creative consultants will work closely with you to assess your needs and recommend the most effective and affordable financing solutions. Our Executive Sales Officers will provide you with customized products, competitive pricing, and exceptional service as they guide you from consultation through closing.

Nationwide Equipment Finance: General Equipment

Terms & Offerings

- Term loans and leases for 3-7 years, with fixed and floating rates
- Lines of credit for your annual equipment needs or individual transactions
- 100% cost financing on new and used equipment
- The lease options (FMV, EOL, FPO) as well as capital leases
- Custom solutions to meet more complex financing needs
- Flagstar Financial & Leasing's industry-trained underwriting, documentation, and closing professionals process your transaction seamlessly and fund it rapidly.
- DoubleSign electronic documentation available on most transactions.



Nationwide Equipment Finance: Construction Equipment

Terms & Offerings

- Term loans and leases for 3-7 years, with fixed and floating rates
- Lines of credit for your annual equipment needs or individual transactions



Nationwide 3rd Party Equipment Finance

Flagstar Financial & Leasing's nationwide 3rd Party Finance team partners with independent leasing companies, capital finance companies, and other established corporate intermediaries to create long-term non-recourse relationships. We specialize in lending to middle-market companies nationwide in a variety of industries, including construction, transportation, and manufacturing. Each intermediary relationship is governed under a unique Program Agreement tailored to the client.

Flagstar Financial & Leasing focuses on building mutually beneficial, long-term partnerships with our clients. We offer a variety of products as well as flexible finance solutions to meet all our client's needs.

Terms & Offerings

- Term Loans and Leases from 3-7 years
- The Lease options (Fair Market Value (FMV), Terminal Rental Adjustment Clause (TRAC), Fixed Purchase Option (FPO) as well as First Amendment and Capital Leases
- Financing for both new and used assets
- Opportunities for Portfolio Acquisitions
- Competitive structures & pricing



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Vendor Industrial Finance

Flagstar Financial & Leasing offers specialty vendor program management nationwide to satisfy a broad range of asset financing for the vendor equipment market. Our experienced professionals provide the extensive vendor industry, asset, and niche sector knowledge necessary to support your business initiatives. Specialized financing is tailored for the Construction, Material Handling, Manufacturing, Healthcare, and Information Technology Industries.

Terms & Offerings



the new site is not only visually compelling but also functionally efficient, providing a seamless experience for visitors navigating through Signature Financial's offerings.

As the collaborative efforts between Wakefly, Inc. and Signature Bank continue, it is evident that this partnership is not merely transactional but reflective of a shared vision for digital excellence and strategic growth. The development of signaturefinancial.com stands as a testament to the synergies achieved when a forward-thinking financial institution collaborates with a tech-savvy partner to elevate its digital presence.

Solution

Wakefly used a sleek and professional design provided by the client, aligning seamlessly with Signature Bank's brand. The resulting website not only embodies the sophistication of Signature Bank but also strategically prompts visitors to engage with Signature Bank's sales executives through well-placed calls to action. The design effectively communicates Signature Financial's offerings and value proposition to its intended audience.

To enhance user experience, a refined navigational flow tailored to each target audience was implemented. This ensures that relevant information is readily accessible, addressing the unique needs of different user segments efficiently.

The implementation of Sitefinity CMS by Wakefly serves a dual purpose. It empowers Signature Financial's marketing team by providing them with a user-friendly platform for content management, allowing them to effortlessly maintain and update content. This not only ensures the information remains current but also preserves a structured and engaging online presence for Signature Financial. The strategic use of Sitefinity CMS reflects Wakefly's commitment to facilitating sustainable and dynamic content management solutions for their clients.



Nationwide Franchise Finance

The Franchise team provides financing to franchise operators across a variety of approved national and regional restaurant concepts and chains.

Terms & Offerings

- Most franchisees that Flagstar Financial & Leasing partners with have more than five years of industry experience or have been in business for more than 10 years and have operated concepts with multiple store locations.
- Financing is provided for:
 - Acquisition of existing franchise stores
 - Remodeling of existing stores
 - Construction of new stores
 - Equipment for new stores and tenant improvements
 - Real estate



CONTACT US

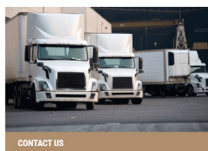
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Nationwide Dealer Lease & Rental Finance

Flagstar Financial & Leasing's Dealer Lease & Rental platform is a national program focused on providing direct financing to dealer-owned, full-service truck-leasing companies.

Terms & Offerings

- Lines of credit to support annual capital expenditures for your lease and rental fleet
- On-terminal lease for 3-7 years to support end user leases
- 100% cost financing on new equipment
- Competitive fleet and floating rates
- Refinancing and restructuring of current lease-related debt
- Efficient underwriting and documentation processes overseen by an experienced transportation industry team



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Funding and Finance Solutions for the Public & Not-for-Profit Sectors

FlagstarPublic Funding Corp. can provide financing for many essential-purpose and essential-use capital equipment needs.

Qualifying Organizations

- States, Cities, Towns & Municipal Governments
- Corporate, Political & Government Agencies
- School Districts, ROTC's & Branches of Education
- Police and Municipal Volunteer Fire Departments
- Housing, Water, Sewer, Electric Authorities & Special Districts
- Sanitation, Refuse, Public Works, and other Municipal Enterprises
- Public and Private Colleges, Universities, and Hospitals
- Port and Airport Authorities
- Conduits and Industrial Development Authorities

Qualifying Equipment, Project & Capital Acquisition Needs

- Computer Hardware and Software
- ERP and CRM Software Projects
- Police Vehicles
- Fire Trucks and Ambulances
- Heavy Duty and Lightweight Trucks
- Healthcare and Higher Education Finance
- Infrastructure Project Finance
- Public Works & Safety Equipment
- School Buses
- Solar, On-Generation and Green Energy Project Finance
- Medical and Healthcare Equipment
- Building Project Finance



CONTACT US

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Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.

