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## **Growing Fintech Lender Lendistry Opened New National Headquarters & It's Not Where You Think It Is**

*This Black History Month, the top Black-led SBA lender is doubling down on its commitment to L.A.'s underserved communities with its new flagship location*

LOS ANGELES, February 12, 2024 (Lendistry.com) - If you're in the financial district in downtown Los Angeles and you're looking for Lendistry's new national headquarters, turn southeast and head toward Skid Row. The small business fintech, founded to serve underserved businesses a.k.a. the nation's top job creators, just opened its new headquarters in an area of downtown L.A. identified as a Federal Opportunity Zone at a time when more and more Angelenos struggle to find employment and housing. Opportunity Zones are census tracts that have been identified as economically-distressed communities.

"We founded Lendistry to meet small business owners where they are," says CEO Everett K. Sands, "and most of the time when I say that I mean online. But when it comes to our headquarters, my team and I think it's important to put our money where our mouth is and invest in the communities we're trying to uplift."

Founded in 2015, Lendistry is a small business lender dedicated to changing the financial ecosystem for businesses that struggle to access responsible capital. Small business ownership is a key factor in shrinking and eventually eliminating the racial wealth gap, and in order to grow, businesses need lenders that are willing to accommodate their evolving needs. Lendistry's innovative model is working, because in 2023, it became an SBA Preferred Lender and the number one Black-led SBA lender in the country the same year SBA 7(a) lending to Black-owned businesses hit \$1 billion for the first time. After expanding its services to support businesses through the pandemic and returning to in-person work, the fintech quickly outgrew its old L.A. headquarters.





“When other companies grow, they tend to choose more traditionally prosperous neighborhoods for their new locations,” Sands continues. “But we’re proud to be located in a community that embodies our customer. When we hire vendors or go out to lunch, we’re supporting them with more than access to capital. We become their customers, too, and that’s a big part of our core values.”

Lendistry celebrated the grand opening of its new office on Feb. 8, 2024.

### **About Lendistry**

B.S.D. Capital, Inc. dba Lendistry (lendistry.com) is a minority-led fintech that provides innovative lending products and access to grant programs for small businesses nationwide. Headquartered in a Los Angeles Opportunity Zone, Lendistry uses technology and community partnerships to overcome systemic gaps that inhibit access to capital, and to empower its customers with responsible financing options. Based on its reputation for deploying funds efficiently and equitably, Lendistry’s leadership is often called upon to share their expertise with both government and private organizations. Lendistry has both Community Development Financial Institution (CDFI) and Community Development Entity (CDE) certifications and is a member of the Federal Home Loan Bank of San Francisco. Lendistry SBLC, LLC is an SBA Preferred Lender and the nation’s only African American-led SBA designated Small Business Lending Company. In collaboration with The Center by Lendistry, a nonprofit business education organization, Lendistry dedicates itself to providing economic opportunities and progressive growth for underserved urban and rural small business borrowers and their communities.

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