

# The New AFS Pricing Dashboard: Straightforward, Granular, and Affordable Commercial Loan Pricing Intelligence



As the leader in commercial lending technology and insights, AFS is proud to offer a new vehicle for delivering C&I and Commercial Real Estate (CRE) loan pricing benchmarks: the **New AFS Pricing Dashboard**.

In today's environment of economic uncertainty and uneven loan growth, commercial banks of all sizes are challenged to grow and maintain their largest source of revenue, interest income from loans. Further, new competitors are constantly entering the market and competition for bankable bilateral lending relationships is only expected to intensify further. In order to compete effectively, banks need **timely, relevant, and granular** market intelligence in order to capitalize on pricing opportunities and grow top-line revenue without sacrificing credit standards.

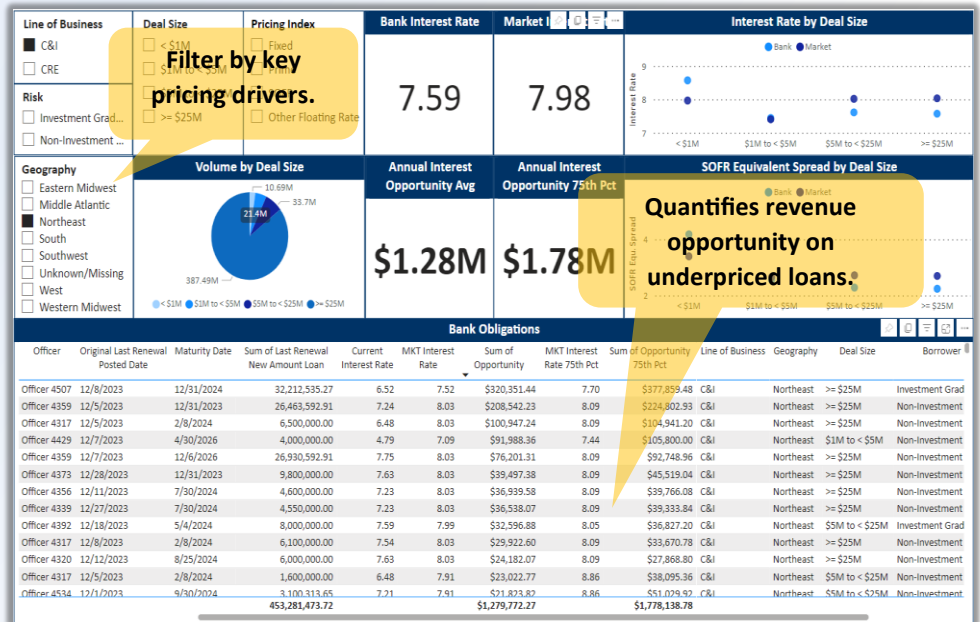
Unlock the power of data-driven commercial loan pricing for your Bank today with the AFS Pricing Dashboard.



## Introducing the AFS Pricing Dashboard

With perspectives on new/renewed loan pricing by geographic region, deal size, and risk segment, the AFS Pricing Dashboard is a KPI-driven tool designed for a diverse set of stakeholders:

- **Executives** focused on growing top-line revenue through enhanced and focused competitive pricing initiatives.
- **Portfolio and profitability managers** seeking a deeper understanding of competitive conditions across their regional footprints and lines of business.
- **RMs** that need reliable and specific pricing benchmarks in order to maximize spread on new and renewed business.



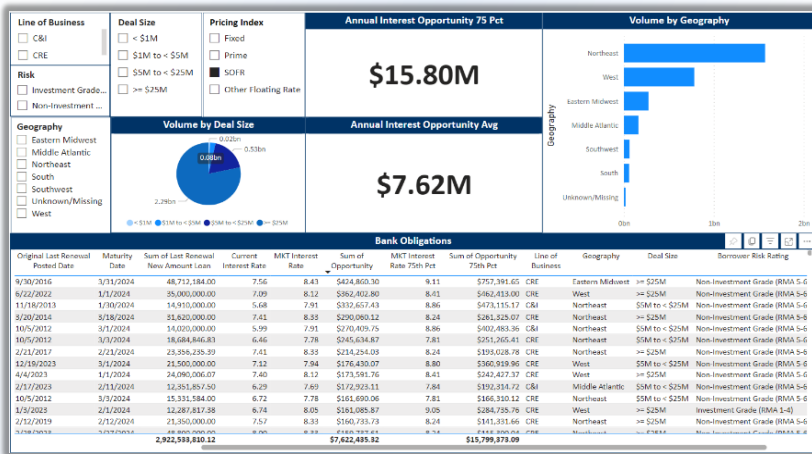
The dashboard leverages our 50-plus years of technology experience and is supported by over **\$1.2 trillion** of C&I and CRE loan exposure and **15 thousand** new/renewed events on average each month.



**Assess market dynamics for changes in competitive conditions. Drill into the largest obligations driving interest income.**



**Quantify interest income opportunity on upcoming renewals. Prioritize borrowers with the greatest potential revenue lift.**



**Deliver pricing grids to RMs in order to maximize interest income while considering competitive and credit conditions.**

Line of Business	Deal Size	Pricing Grid												
		< \$1M			\$1M to < \$5M			\$5M to < \$25M			>= \$25M			
C&I	New or Renewed	October	November	December	October	November	December	October	November	December	October	November	December	
		C&I	Fixed	Interest Rate %	7.45	7.88	7.54	7.37	7.06	7.11	6.40	6.25	6.35	5.66
SOFR Equivalent Spread	2.75			3.49	3.64	2.83	2.75	3.18	1.83	2.11	1.86	1.35	0.48	2.38
WARR	4.72			4.86	4.88	4.90	4.92	4.85	4.46	4.16	4.47	4.32	4.12	5.07
Prime	Interest Rate %		9.82	9.45	9.59	8.81	8.63	8.89	8.38	8.61	8.56	7.98	8.00	8.07
	SOFR Equivalent Spread		4.51	4.13	4.25	3.49	3.31	3.55	3.06	3.29	3.22	2.67	2.68	2.73
	WARR		5.20	5.24	5.18	5.04	5.09	5.16	5.10	5.17	5.30	4.87	4.66	4.89
SOFR	Interest Rate %		7.44	7.24	7.42	7.48	7.48	7.26	7.56	7.58	7.74	7.77	7.45	7.80
	SOFR Equivalent Spread		2.13	1.92	2.08	2.17	2.16	1.92	2.24	2.26	2.39	2.45	2.13	2.45
	WARR		4.47	3.78	3.90	4.49	4.58	4.27	4.84	4.91	4.92	5.30	4.16	4.62
Renewed	Fixed		Interest Rate %	6.20	6.26	6.37	5.19	6.27	6.07	6.81	6.86	5.87	6.84	6.47
			SOFR Equivalent Spread	1.67	1.90	2.30	0.24	1.49	1.53	1.62	2.20	1.15	1.47	1.69
			WARR	5.23	5.34	5.29	5.26	4.72	4.83	4.83	4.30	3.48	5.00	5.00
	Prime	Interest Rate %	9.32	8.68	9.59	8.67	8.60	8.67	8.38	8.16	8.19	8.06	7.99	7.99
		SOFR Equivalent Spread	4.00	3.35	4.26	3.35	3.28	3.32	3.07	2.84	2.87	2.76	2.67	2.67
		WARR	5.18	3.87	5.31	5.05	4.85	5.07	4.77	4.12	4.71	3.78	3.88	3.55
	SOFR	Interest Rate %	7.50	7.60	7.84	7.51	7.42	7.49	7.39	7.41	7.42	6.97	7.07	6.99
		SOFR Equivalent Spread	2.18	2.28	2.50	2.19	2.10	2.15	2.07	2.09	2.08	1.65	1.75	1.66
		WARR	4.86	4.90	4.78	4.87	4.78	4.89	4.75	4.71	4.84	4.44	3.91	4.50

## Unique Value Drivers of the New AFS Pricing Dashboard

✓ **Real facts on commercial loan pricing** – market benchmarks on deal flow, interest rates, and spreads based on a robust and granular market practice database.

✓ **Dissect market trends by key pricing levers** – geographic region, deal size, risk segment, etc.

✓ **Proprietary SOFR-equivalent spread measure** to normalize pricing comparisons between banks and provide a holistic view of spread pricing.

✓ **Empower RMs with aspirational pricing targets**, including market-equivalent interest rates for individual bank loans along with top-quartile performance benchmarks.

✓ **Quantify the interest income opportunity** of raising prices to the market average level and above.

✓ **Comparatively evaluate RM productivity** and pricing variation across the bank's organizational hierarchy.

✓ **Retention analytics** by comparing pricing on upcoming renewals to prevailing market rates.

✓ **Risk indicators** to reveal pockets of stress in a volatile marketplace.

**Ready to take your bank's pricing to the next level? Contact Doug Skinner, Director of AFS Business Intelligence at [dskinner@afsvision.com](mailto:dskinner@afsvision.com).**