

## Catherine Brennan contributes to Blueshift research report on subprime loans

February 22, 2019 |

On January 23, [Blueshift](#) released their report entitled, " Subprime Loans Set to Grow in Personal and Mortgage But to Fall in Auto." In the summary of the findings, Blueshift concluded that gains in the subprime lending industry through 2019 will be challenged in some sectors and positive in others. Auto lending is likely to decline while personal loans will experience increased demand. Subprime mortgage lending has new product offerings and some opportunity for growth due to pent-up demand.

Partner [Catherine Brennan](#) contributed to the report as one of three industry specialists, predicting that the 2018 subprime lending bounce can prevail as demand is strong for auto, personal and credit card loans. According to Catherine, "'On the supply side, there's the advent of online lending and delivery through mobile phones. There is no end of fintech platforms trying to come up with a better mouse trap.'" She offers thoughts on subprime lending market conditions, prospects, risk and returns.

Catherine primarily assists investors in the consumer financial services and [alternative business funding](#) sectors. She engages in credit due diligence on behalf of investors in [fintech](#) firms, bank partnership platforms, small business lenders, merchant cash advance companies, consumer finance companies, title loan companies and payday lenders.

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7037 Ridge Road, Suite 300, Hanover, Maryland 21076  
410.684.3200

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