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Subject: Economic Development Groundbreaking: Movement Mortgage
Location: Lancaster County
When: 3/23/2015 11:00:00 AM - 12:00:00 PM

APPROVED BY: NH on 12/18

EVENT: Movement Mortgage Groundbreaking

DATE: March 23, 2015

TIME: 11:00 AM

LOCATION: Bailes Ridge Business Park, Intersection of Calvin Hall Rd. & Hwy. 160, Indian Land, SC 29707. Lot on the right hand side immediately once you enter the business park. Photo below.

PARKING: There will be reserved parking for the Governor, designated with an orange cone. Joanna Bess, Lancaster County Economic Development and Kirstyn Rigdon, Cultural Ambassador for Movement Mortgage will greet the Governor when she arrives. Also, Lauren Persehouse, will be there for Commerce to take the gift from Ashton and place it in the Governor's chair.

PURPOSE: To thank the company for establishing their national headquarters in Lancaster County and for creating more than 650 new jobs.

LOCATION SET-UP: The event will take place under a tent outside, without any heating or air conditioning. The first row of seating will be for press. See diagram.

ON-SITE LOCATION AND SECURITY CONTACTS:

Joanna Bess – Lancaster County Economic Development, Director of Marketing 803-235-8449
Kirstyn Ridgon – Movement Mortgage, Cultural Ambassador 704-770-7159

SECURITY CONTACT:

Joanna Bess – Lancaster County Economic Development 803-235-8449
Kirstyn Ridgon – Movement Mortgage 704-770-7159

PROJECT NAME: Project Wahoo

COMPANY NAME: Movement Mortgage

PROJECT MANAGER: Mandy Brawley, cell 803-318-9712 (Lauren Persehouse will be attending the

event, cell 803-465-4418).

CITY AND COUNTY: Lancaster County

JOBS NUMBER AND INVESTMENT NUMBER: 672 jobs / \$22 million investment.

- 160 jobs are transferring from Ballantyne, NC and they will hire 572 new employees.
- As of March 13th, 30 people have been hired.
- 80 more employees will be hired by the end of the year.
- Will fill 400 new positions when they move into the new building.

SEATED ON STAGE/AT TABLE:

1. Casey Crawford (MM CEO)
2. Toby Harris (MM Co-Owner and VP)
3. Derwin Grey (Pastor of Transformation Church)
4. Ken Beuley (Keith Corp)
5. Brendan Pierce (Keith Corp)
6. Governor Nikki Hailey
7. Bill Miller (Land Owner)
8. Bob Bundy (Chairman, Lancaster County Council)
9. Keith Tunnell (President, Lancaster County Economic Development Corp)

** The diagram only shows six chairs, but there will be nine on stage.

KEY COMPANY PERSONS:

- Casey Crawford, CEO
- Toby Harris, VP & Co-Owner Movement Mortgage
- TJ Woodley, Director of Government & External Affairs

NOTABLE CONFIRMED ATTENDEES:

No confirmations on attendance but the following have been invited:

Senator Greg Gregory

Congressman Mick Mulvaney

Honorable Rep. Deborah Long

Senator Vincent Sheen

Honorable James Lucas

Senator Leatherman

Rep. Mandy Powers Norrell

GIFT: Governor Haley will give the gift (State Flag) to Casey Crawford after her remarks.

PRESS: Yes

PUBLIC: Yes

ACCESS TO EMPLOYEES: Roughly 50 employees will attend the groundbreaking event. There is no designated area for the employees.

INTRODUCED BY: Keith Tunnell, President Lancaster County Economic Development

LENGTH OF SPEAKING: 5 minutes

LINE-BY-LINE:

11:00 – 11:05 Welcome Remarks – Keith Tunnell, Lancaster County Economic Development Corp
11:06 – 11:07 Tunnell introduces Pastor Derwin Grey
11:08 – 11:12 Invocation & Remarks – Derwin Grey, Pastor, Transformation Church
11:13 – 11:14 Tunnell introduces Brian Carnes
11:15 – 11:20 Remarks – Brian Carnes, Vice-Chairman, Lancaster County Council
11:21 – 11:22 Tunnell introduces Steve Gedney
11:23 – 11:27 Remarks – Steve Gedney, Chairman, Board of Directors Lancaster County Economic Development
11:28 – 11:29 Tunnell introduces Governor Haley
11:30 – 11:35 Remarks – The Honorable Nikki R. Haley, Governor of South Carolina
11:36 – 11:37 Tunnell introduces Casey Crawford
11:38 – 11:42 Remarks – Casey Crawford, CEO, Movement Mortgage
11:43 – 11:44 Closing - Keith Tunnell, Lancaster County Economic Development Corp
11:45 – 12:00 Groundbreaking & Photos, Press Availability

Other people participating in groundbreaking

1. Kenneth Beuley, CFO & Director of Development, Keith Corporation
2. Brian Brtalik, SVP Office Tenant Representation, Cushman & Wakefield
3. Brian Carnes, Vice-Chairman, Lancaster County Council
4. Toby Harris, Vice-President, Movement Mortgage
5. John Hunter, Attorney, Womble Carlyle
6. Bill Miller, Land Owner, The Miller family
7. Brendan Pierce, Project Manager, Keith Corporation
8. Daniel Woodley, Office Tenant Representation, Cushman & Wakefield

HISTORY OF COMMUNICATION: The Governor had a call with Casey Crawford in August of 2014, and she met Casey Crawford and TJ Woodley in her office in March of 2015.

COMPANY OVERVIEW: Movement Mortgage was founded in 2007.

FINANCIALS

- During FY 2014 the company's gross revenue totaled \$208 million, an increase of 28% over 2013. The company's growth in volume has increased from \$179 million in 2009 to \$4.3 billion in 2014.
- South Carolina is among the company's top 5 states in 2014 with \$340 million in loan originations.

DESCRIPTION OF BUSINESS

- Movement Mortgage is a mortgage bank provides mortgage loans in the United States. The company offers fixed rate mortgage loans, including Federal Housing Administration loans, Veteran's Affairs loans, and state mortgage programs for homebuyers. The company also provides refinance and reverse mortgage loans.
- Inc. Magazine recognized Movement Mortgage as the fastest-growing mortgage bank in the country

in 2012 and 2013. Movement is also one of the top 25 private mortgage banks in the country.

- In 2014, the company processed 38% government and 72% conventional loans. Seventy percent of the company's loans are processed in 7 business days.

- The company was formerly known as New American Mortgage and changed its name to Movement Mortgage in February 2013.

Community Involvement

- Movement Foundation was created by Casey Crawford, CEO and Toby Harris to help people and communities across the country. To date, the foundation has invested over \$3.5 million into individuals, ministry partners, organizations, and real estate.

- Movement Foundation also acts as a source of support to those employed at Movement Mortgage and its affiliated companies. The Love Works Fund exists to financially support these individuals and their families in times of great need. The Fund is comprised of employee contributions, which is then matched 100% by the Movement Foundation.

- Movement Center in Charlotte, North Carolina houses a number of ministries and local non-profit organizations.

SOUTH CAROLINA OPERATIONS

- Announced January 2015 – Movement Mortgage announced plans to move its national headquarters from Virginia to northern Lancaster County, creating over 600 jobs. The company will invest \$22 million in building the new, 104,000-square-foot headquarters in Indian Land, SC. Construction is set to begin in March 2015.

- Movement plans to create 650 new jobs at the South Carolina campus. About 160 jobs will be filled by existing employees working at the firm's Ballantyne, NC offices. The remainder will be new jobs.

EMPLOYEES

- The company has over 1,600 employees.

LOCATIONS

- Movement Mortgage is based in Virginia Beach, Virginia with more than 200 locations across 40 states and 465 licensed offices.

SUGGESTED TALKING POINTS:

- We are so excited to be here today to celebrate Movement Mortgages groundbreaking for its new national headquarters.

- This \$22 million investment is bringing over 650 jobs to Lancaster County!

- Since being founded in 2008, Movement Mortgage has grown from 4 employees to over 1600 today, and has established itself as one of the nation's top 25 private mortgage banks.

- It has been named one of the nation's fastest growing, privately held mortgage banks, and we are here today to make sure that growth continues right here in South Carolina.

- This is a company that operates in 40 states across our nation and who chose to call South Carolina its home, and I couldn't think of a more perfect fit.

- What we have is a company that is at the top of its industry and a state that is on the move in all of the right ways, that have come together to help each other grow and succeed.

- And Movement Mortgage truly is an innovative company – Casey Crawford and his team aren't reinventing the wheel – they are revolutionizing and improving the entire mortgage industry.
- And they'll be doing it right here from Lancaster County.
- We welcome them not only because we know South Carolina is the perfect place for a company that is growing so fast – but also because we know what kind of community partner Movement Mortgage is.
- This is a company that is built on strong core values and a commitment to the community, and we in South Carolina share those priorities.
- Its non-profit organization, The Movement Foundation, has a mission – and I quote, “of bringing life, light and hope to the communities it serves.”
- The Movement Foundation raises money and invests in those who are underserved in our communities, and that's exactly what we look for in our corporate citizens – companies that recognize the value of taking care of their employees and the communities around them.
- I think we can all agree we are glad Movement Mortgage chose South Carolina for several reasons. And as much as you support our community, we will be sure to support an environment where your business can grow here in the Palmetto State.
- We are so excited to be here today to welcome you to your new home, and I know that this company and this great state will continue to grow and thrive with each other for many years to come.