



CFPB Will Help American Families & Our Economy

Fair, transparent lending will increase consumer confidence, economic growth and jobs

CRL Hill Brief

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"Business leaders who care about the long-term success of their companies and our country understand that a healthy economy is based on earnings, savings, trustworthy credit and fair competition -- not on ripping off American families and businesses.

Inadequate regulation fueled the current crisis and inadequate reform will assure a repeat."

--Tim Duncan
American Business Leaders
for Financial Reform
3/1/10

"The Department of Defense fully believes that personal financial readiness of our troops and families equates to mission readiness. Therefore, any legislation that would enable and empower our military to be financially ready would be welcome."

--Clifford L. Stanley
UnderSecretary of Defense
Letter to Dept of the Treasury
February 2010

"...my [banking] experience has taught me that vigilant, well designed regulations and agencies are the best structure for protecting me as a businessman and the consumers I serve..."

[CFPB] will advocate sensible, simple financial options and help people understand that neither banks nor bankers are the villains in their financial lives."

--Bill Wade, past president
Essex National Securities
in American Banker op-ed 2/16/10

Congress should promote a strong, engaged Consumer Financial Protection Bureau

Consumer spending comprises 70% of the U.S. economy, so restoring consumer confidence and demand for products is vital to creating jobs. This is more likely to happen if consumers know that the financial marketplace is fair and safe for everyone. In addition, small businesses—which create 80% of our nation's new jobs—rely heavily on non-bank credit and need access to low-cost, fair credit to grow.

CFPB objective:

Create access for consumers to financial markets, products, and services that are fair, transparent, and competitive. This means:

1. Ensuring consumers have timely and understandable information,
2. Prohibiting unfair, deceptive, or abusive practices,
3. Identifying and addressing outdated or burdensome regulation, and
4. Promoting efficient, competitive markets for consumer financial products.

CFPB scope of activity:

Rulemaking, Supervision & Enforcement – traditional regulatory responsibilities, now consolidated in one agency versus scattered among several. Now there will be a level playing field for all who provide the same financial products and services.

Consumer financial education programs – give consumers a better understanding of their choices.

Investigation of consumer complaints – improve consumers' experience in financial markets and gather information on business trends and practices.

Financial markets data collection & publication – help inform decision-making by businesses, consumers, and regulators.

Special focus on key consumer segments – offices dedicated to seniors and military service members.

Some material sourced from "The Consumer Financial Protection Bureau: Tools, Transitions, and Choices" by New America Foundation.

www.NewAmerica.net