



For making a significant impact on affordable housing through professional involvement by demonstrating efforts above and beyond their normal role or duties the NC Housing Coalition presents the **Steven Whitesell Award for Professional of the Year to Brian Coyle of BB&T.**

This is one of those awards that could be awarded every year as Brian is truly one of the great stalwarts for affordable housing in NC.

Brian serves as CRA Officer for the entire multi state service area of the bank and is instrumental in this capacity in approving millions of dollars in financing and equity for affordable housing developments in NC each year. He also serves as Chairman of the NC Housing Partnership which sets policy for and allocates funding of the NC Housing Trust Fund. Brian is a builder, banker, author and all around great friend and advocate of housing.

Brian has been a true asset and driving force behind many successful affordable housing deals for over a decade. His involvement both personally and through BB&T has helped make North Carolina one of the most successful states leading the way in quality affordable housing.

The true testament to impact a professional can have in their career is to get feedback from the clients they work with. Here are what some people working in affordable housing had to say about Brian:

He has always been ready to listen and always approachable. I can honestly say had it not been for his involvement in affordable housing that I have deals that could not have been built. I truly think he is deserving of the award for Professional of the Year.

Another said:

My thoughts on Brian (i) Brian is by far the most in touch with what is happening on the ground (developers, projects, competition), (ii) he has a passion for the mission of affordable housing which is second to none and (iii) through the toughest of times he maintains a sense of humor. Excellent selection for your award!

Another:

I think this is a very deserving recognition. Brian is a very practical and creative person. He always wants to help folks figure out how to get something accomplished, never functions from a position of naysayer. He understands the complexity of the development process and is very gracious in working with nonprofits to help them build their skills and capacity. There is a banker in their somewhere, but I have found him to be a generous advocate.

Someone who has not actually gotten money from Brian said:

I have known Brian a number of years and have been on the CRA committee for BB&T. While we have never financed a deal with Brian and BB&T – whenever we have been discussing any project – he is quick to say – let us know if we can help. And the thing is, I believe he means it. In this place and time, when a banker says let us know if we can help – it is truly noteworthy.



Finally, Brian and his employer BB&T have helped many of us in the industry with affordable housing finance.

- When the housing tax credit program required permanent loans to be both long term and non-recourse (these types of loans are considered way-out-of-the-box for most commercial lenders) Brian convinced BB&T to participate;
- When the financial markets crisis removed 70% of the traditional private investment from the housing tax credit program, Brian successfully kept BB&T in the initiative and even moved the bank's investment to its highest level ever;
- Every year Brian shepherds multiple applications from the industry through the competitive FHLB-Atlanta funding process. Because of Brian's efforts BB&T acted as Member Bank on more than 50 such applications for affordable housing production gap financing; and
- Brian's leadership as Chairman of the NC Housing Partnership has allowed the group to make effective policy decisions on allocation of the NC Housing Trust Fund and guide the states efforts in leveraging the funds to assist the greatest number of our less fortunate neighbors.

Brian, for your great work over the years and your critical work in this recent time of crisis, we award you the NC Housing Coalition's Steven Whitesell, Professional of the Year Award.