Goal Solutions Investing in New Goals



President and CEO Matthew Myers has been part of Goal Solutions' journey since it's beginning in 2007. Photo by Daniel Pearson

FINANCE: Co. Brings in Investor, Expands into New Asset Classes

■ By DANIEL PEARSON

SAN DIEGO – **Goal Solutions** is heading into a season of growth after raising a strategic minority equity investment from **Brown Brothers Harriman & Co.** on Oct. 14.

The San Diego-based company provides loan servicing and related support across consumer lending markets. Goal Solutions had been privately held prior to securing the investment.

Brown Brothers have brought in three of their own shareholders since acquiring a substantial minority stake in Goal Solutions' parent company, **Goal Investment Group**, while the current leadership retains board control.

Goal Solutions President and CEO **Matthew Myers** is planning to scale the company with the new independent perspective.

The investment will provide a path for Goal Solutions to pursue mergers and acquisitions, further diversifying their asset classes primarily in automobile and home equity loan servicing.

18-Year Transformation

Myers has been with Goal Solutions since the beginning, taking it from a company that primarily offered student loan solutions to reaching more diversified asset classes after the 2007 financial crisis.

Myers stepped in as president in 2020, and became CEO as well in 2022. The company's revenue and headcount has drastically grown in the past five years under Myers' leadership.

"Six years ago it was a $15 million business," Myers said. "This year we'll do right around $89 million of revenue and $17 million of EBITDA. So the business has grown pretty

➡ *Goal Solutions page 32*



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Farmers Market

➡ *from page 8*

sory and project management services for the development.

"By bringing much-needed housing to National City, the National City Investment Group is helping create a more vibrant, walkable community that supports local businesses and contributes to the revitalization of the area," Najar said.

Depending on the success of Market View Apartments, the project could serve as a catalyst for future development, Najar said.

Building housing next to the market "seemed like it was the right fit," Daoud said.

"It's going to help the market. The community needs it," Daoud said, adding that he expects the project to attract tenants from the nearby Navy base.

"We also believe National City is going to be a good area for the average working person," Daoud said. "We always had an interest in doing apartments and this seemed like a good opportunity. We already owned the land."



Wally Daoud, president of The National City Investment Group, talks about a new apartment project planned adjacent to Manolo Farmers Market. Photo courtesy of The National City Investment Group

Connections

Designed by **RDC** architects and **McCullough Landscape Architecture** with **R.D. Olson Construction** as the general contractor and Gafcon PM-CM as project manager and real estate adviser, Market View Apartments will have a mix of studio, one-bedroom and two-bedroom apartments.

"Market View is an example of how thoughtful infill can create housing and strengthen an existing community anchor at the same time," said **Derek Heeb**, RDC senior director.

"The architecture is designed around connection to the market, to outdoor space, to neighborhood culture and to the shared places where residents can build community."

The three four-story buildings that comprise Market View Apartments will be linked by open space and pedestrian walkways leading to Manolo Farmers Market.

"Those open spaces really allow the project to breathe and make it a comfortable living environment," Heeb said.

At the center of the project is the Hub, with a rooftop deck, ground-floor coworking space, a community room that opens to the outdoors, and a guest suite.

"We wanted to give it that community feeling, where you have an area where people can get together," Daoud said.

A second building, The Gateway Building, will have large-scale graphics on the façade.

"We're trying to bring a sense of whimsy and fun and community character," Heeb said. "This is not a luxury housing project. This is workforce housing. That doesn't mean we can't provide with a little bit of design effort, a little more meaningful place."■

SDBJ EXTRA:
Scan to see enhanced coverage of the Farmers Market

National City Investment Group

HEADQUARTERS: National City
FOUNDED: 2024
PRESIDENT: Wally Daoud
BUSINESS: commercial real estate
NOTABLE: The National City Investment Group focuses on residential and retail development, property investment, and asset management.

Goal Solutions

➡ *from page 9*

substantively over the last five or six years, and that's been pure bootstrapped."

Revenue for Goal Solutions was $72 million in 2025, up from $32 million in 2023.

The company now manages roughly $40 billion in total assets and provides a full network of services.

Goal Solutions offers loan services for home improvement work, elective medical procedures, and rooftop solar solutions, among other standard personal loan needs. They also offer tax and accounting services.

Goal Solutions has teams spread across the country, with roughly 500 total full-time employees.

"We've been adding 50 to 120 people a year to the business for the last four years straight," Myers said.

About 60 people, including Myers and the executive team, report into the San Diego headquarters.

Three hundred client call center employees work out of Sioux Falls, North Dakota.

A second call center in Tijuana opened a little over a year ago, bringing in another 125 regional employees.

"We have a lot of Spanish speaking customers because our geographic footprint with solar and home improvement is very heavy West Coast and Southwest. So having a more bilingual labor force is helpful," Myers said.

Finding a Match

Myers was methodical in his search for outside investment.

"It's one thing to find an investor; it's another thing to find an investor who is comfortable investing in the business the way it is today," Myers said.

Myers and his executive team filtered through over 50 capital investment contenders before settling. They ultimately chose Brown Brothers because of the differentiated capital structure and the financial security that comes with their centuries-old old legacy of investment funding.

"They've been around since 1811. A lot of the people there had a formative role helping shape the financial markets here," Myers said.

Buying and Growing

Goal Solutions is now pursuing a nonorganic growth strategy, using debt financing to pursue small business mergers and acquisitions.

Myers is leveraging the outside investment by not only raising debt internally, but by creating stronger relationships with financial institutions that he's looking to partner with.

"Banks, in particular, are more willing to lend you money if they know that a private equity company has loaned you money and invested money in the business. It's almost like you get this halo effect inside the business," Myers said.

Myers hopes to raise $50 to $75 million to facilitate acquisitions.

Goal Solutions is looking at small businesses that will help the company primarily build out its asset classes in home improvement, residential solar, and automobile.

The residential solar division buildout will impact San Diego clients, as most of Goal Solution's solar lender platform partners are based in San Diego.

Home equity solutions is a space where Myers sees a substantial amount of innovative lending platforms gravitating towards who are potential new clients for Myers.

"We're building it out with an eye towards doing it ourselves, but at the same time we're actively looking for other servicers in the space. There's a big tailwind in home equity right now," Myers said.

Myers also considered building Goal Solutions' auto vertical internally, but buying a company that has a legacy with an already established client base speeds up the buildout.

"It takes a three-year process of organically expanding products, and this makes it almost instantaneous," Myers said. "If you can buy an auto servicer that has the technology, it has the reputation, the credibility. Bang, you're in the asset class."■

SDBJ EXTRA:
Scan to see enhanced coverage of Goal Solutions

Goal Solutions

FOUNDED: 2008
PRESIDENT/CEO: Matt Myers, President & CEO.
HEADQUARTERS: 402 West Broadway, 20th Floor, San Diego, CA 92101
BUSINESS: Financial services company providing primary and backup loan servicing, asset management, SPV administration, collections, analytics and portfolio intelligence across the consumer finance lifecycle.
EMPLOYEES: Over 400
REVENUE: Privately held; not publicly disclosed.
WEBSITE: www.goalsolutions.com
CONTACT: TJ Mitchell, Marketing Director | 773-744-9864 tmitchell@goalsolutions.com
SOCIAL IMPACT: Goal Solutions supports responsible and inclusive lending while giving back to its communities through a dedicated Community Service Committee, annual companywide charity drive, highway cleanup sponsorship and other local initiatives. Goal also supports financing programs that expand access to education and career opportunities and helps facilitate loan modifications for struggling borrowers.
NOTABLE: Supports the management of more than $48 billion in consumer assets and was named a 2026 Inc. Power Partner and to the Inc. 5000 for the second consecutive year. Goal Solutions has also been recognized as a Best Place to Work in SoCal for five consecutive years.