

Viewpoint Financial Group Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Viewpoint Financial Group Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Viewpoint Financial Group and its competitors. This provides our Clients with a clear understanding of Viewpoint Financial Group position in the Industry.

The report contains detailed information about Viewpoint Financial Group that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Viewpoint Financial Group. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Viewpoint Financial Group financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Viewpoint Financial Group competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Viewpoint Financial Group business.

About Viewpoint Financial Group

ViewPoint Financial Group operates as the holding company for ViewPoint Bank, which provides financial services in its primary market area, including the Dallas/Fort Worth Metroplex.

The company's principal business consists of retail deposits from the general public and the business community and investing those funds along with borrowed funds in permanent loans secured by first and second mortgages on owner-occupied, one- to four-family residences, and commercial real estate, as well as in secured and unsecured commercial non-mortgage and consumer loans. It also offers brokerage services for the purchase and sale of non-deposit investment and insurance products through a third party brokerage arrangement.

The company's main office is located in Plano, Texas. It has 23 community bank offices in its primary market area. It also has 15 loan production offices located in the Dallas/Fort Worth Metroplex, as well as in Houston, San Antonio, Austin, and other Texas cities.

Lending Activities

One- to Four-Family Real Estate Lending: The company primarily originates loans secured by first mortgages on owner-occupied, one- to four-family residences in its market area. It originates one- to four-family residential mortgage loans through its wholly owned subsidiary, ViewPoint Bankers Mortgage, Inc. (VPBM). The company sells majority of its residential mortgage loans on a servicing released basis. It originates residential construction loans primarily to individuals for the construction and acquisition of personal residences.

Commercial Real Estate Lending: The company offers various commercial real estate loans. These loans are secured by commercial income producing properties located in its market area or elsewhere in Texas. These properties include office buildings, retail centers, light industrial facilities, warehouses, and multifamily properties. This category also includes small business real estate loans for owner-occupied or single tenant properties.

Home Equity Lending: The company's majority home equity loans are secured by Texas real estate. Home equity lines of credit are originated with an adjustable rate of interest.

Consumer Lending: The company offers various secured consumer loans, including new and used automobile loans, recreational vehicle loans, student loans, and loans secured by savings deposits. It also offers unsecured consumer loans. The company originates its consumer loans primarily in its market areas.

Commercial Business Lending: The company's commercial business lending activities encompass loans with various purposes and security, including loans to finance business working capital, commercial vehicles, and equipment, as well as lines of credit.

Warehouse Lines of Credit: The company originates warehouse lines of credit to mortgage banking companies in the form of participations in warehouse lines extended by other financial institutions or multi-bank warehouse lending syndications originated in conjunction with other banks. These warehouse lines of credit are classified as secured commercial lines of credit.

Investment Activities

The company's investment securities consist primarily of agency collateralized mortgage obligations; agency mortgage-backed securities; U.S. agency notes; bonds from government sponsored enterprises, such as Freddie Mac, Fannie Mae, Ginnie Mae, and the Small Business Administration; and municipal bonds.

Deposits

The company offers various deposit accounts to both consumers and businesses, including savings, money market, and demand accounts, and certificates of deposit.

History

ViewPoint Financial Group was founded in 1952.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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