

## Chapter 4

### Loan Programs

Are you a sports fan? Strange isn't it, how that question hasn't come up yet in our discussion, despite this being a "playbook" and steeped in sports imagery?

Whether you're a sports fan or not, you're probably aware of America's major sports leagues.

These leagues are the National Football League (NFL), the National Basketball Association (NBA), Major League Baseball (MLB), and the National Hockey League (NHL).

Wait, you say, what about the MLS (Major League Soccer)? Isn't that another of America's major sports leagues? I'd like to think it is. Not only do I respect those who play in the MLS, but I've also enjoyed pick-up soccer matches myself. So, soccer is A-OK in my book.

All the same, assuming you're NOT a soccer fan, can you name a single MLS team? And the one in your home city doesn't count either...

Yeah, I didn't think so.

My point is that compared to the popularity of the NFL, the NBA, MLB, and the NHL - soccer's league, the MLS, just isn't there yet.