



Collection floor at NRA's Harrisburg Call Center.

## Need Help With Revenue and Debt Collection?

### NRA Group LLC d/b/a National Recovery Agency

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**Mission:** NRA Group LLC is an organization of specialists in the diverse discipline of accounts receivable management directed by a strong people-oriented management team. NRA is committed to embodying the highest legal and ethical standards for its Clients.

**Employees:** 100-plus

**Top Executive:** Steven C. Kusic,  
Chief Executive Officer

**Product/Service:** Revenue recovery  
**Year Founded:** 1976/1922



Revenue is the lifeblood of any company. For the last 30 years, when companies needed help collecting revenue, they called National Recovery Agency. The Harrisburg-based business specializes in revenue and debt collection, which it achieves through a mix of up-to-date technology and top-flight training.

At the end of 2005, the company beefed up its services through the purchase of Credit Plus Solutions Group, a Harrisburg credit bureau originally founded in 1922. The merger allows the company to select the best from each, said Steven Kusic, CEO of the new parent company, NRA Group LLC. "Two is stronger than one," he said.

As of the merger, NRA employs more than 100 people and it expects revenue recovery to reach \$30 million. Clients include utilities, banks, local governments and other organizations in 42 states. For some clients, such as hospitals, successful collections can mean the difference between profit and loss, Kusic said.

NRA distinguishes itself from their competitor on the basis of its unique set up that focuses on the three critical aspects of the collection industry; they are its Centers of Compliance, Training and Technology.

NRA is a company that knows where it is heading—the right direction. Keeping the Client satisfaction as the ultimate target it has invested substantially in the ACA-PPMS an ISO 9002 compatible for the collection industry. Its VISION 2010 and the SMART Corporate Plan guide NRA into the future.

Technology NRA utilizes brings several benefits. For instance, it gives customers instant access to the data on their accounts. "By being open with clients, they can have complete trust not only in our compliance programs but also in the results that we get," Kusic said.

In addition, NRA has invested in backup systems to make sure it doesn't lose data in case of an emergency. The company in the near future will be considering a second site in the Harrisburg area or outside the metropolitan to strengthen its ability to ride out any crisis. Overall, the company has invested about \$1.8 million in new technology and phone systems, which will grow to the capacity of making more than 200,000 calls a day annually; that is expected to be 60 million call attempts in a year.

Customers are asking NRA to handle a growing portion of their revenue collection needs. Companies want to focus on their core businesses, Kusic said. They are less willing to deal with revenue collection beyond a certain time frame or to invest in the latest technology.

NRA operates a separate pre collect division, called Diversified Billing Services that can do billing and accounts-receivable management under a customer's name.

NRA's and Kusic's efforts to stay on top of a changing field have drawn their share of recognition. In 2005, for example, Kusic was named one of the top 25 most influential professionals in the collection industry by Collection Advisor magazine. He was the winner from a worldwide nomination process for the Collectionindustry.com's "Young Guns" for 2005.

NRA supports a number of charitable causes through its "Community Caring Program" represented by its employees; they participate in the Adopt-A-Highway, Central PA Food Bank, Central PA Blood Bank, Volunteers of America and other similar projects.

At NRA recovering revenue for its Clients is the way of life; 100 percent Client satisfaction is our goal.