

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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SCHEDULE 14A

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Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934

Filed by the Registrant

Filed by a party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**GUILD HOLDINGS COMPANY**  
**(Name of Registrant as Specified In Its Charter)**

**(Name of Person(s) Filing Proxy Statement, if Other Than The Registrant)**

Payment of Filing Fee (Check the appropriate box):

- No fee required.
  - Fee paid previously with preliminary materials.
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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GUILD HOLDINGS COMPANY  
C/O SECRETARY  
5887 COPLEY DRIVE  
SAN DIEGO, CA 92111

**GUILD HOLDINGS COMPANY**

2025 Annual Meeting  
Vote by May 26, 2025  
11:59 PM ET



V63877-P26461

**You invested in GUILD HOLDINGS COMPANY and it's time to vote!**  
You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy materials for the stockholder meeting to be held on May 27, 2025.**

**Get informed before you vote**

View the Notice and Proxy Statement and 2024 Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 13, 2025. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

**Smartphone users**

Point your camera here and vote without entering a control number



**Vote Virtually at the Meeting\***

May 27, 2025  
9:00 a.m., Pacific Time

Virtually at:  
[www.virtualshareholdermeeting.com/GHLD2025](http://www.virtualshareholdermeeting.com/GHLD2025)

\*Please check the meeting materials for any special requirements for meeting attendance.

Vote at [www.ProxyVote.com](http://www.ProxyVote.com)

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommendations
1. Election of each of the Class II Directors to serve until the 2028 annual meeting of stockholders and until their successors are duly elected and qualified. <b>Nominees:</b> 01) Patrick J. Duffy 02) Terry L. Schmidt	✔ For
2. Ratification of the appointment of KPMG LLP as the independent registered public accounting firm for the fiscal year ending December 31, 2025.	✔ For
3. To approve, on an advisory basis, the compensation of the Company's named executive officers, as disclosed in the proxy statement.	✔ For
4. To approve an Amendment to the Amended and Restated Certificate of Incorporation.	✔ For
<b>NOTE:</b> In their discretion, the proxies are authorized to vote upon such other business as may properly come before the meeting or any adjournment or postponement thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings".