

HOW TO ENSURE TAKING A BUSINESS LOAN WILL HELP YOUR BUSINESS



Business loans can quickly generate new profits and help your business.

HOW?

MARKETING & LEAD GENERATION

63%

of companies say generating leads is their top marketing challenges.

MEANWHILE...

28%

of marketers say securing enough budget is their top marketing challenge.

- WITH A LOAN, YOU CAN FUND STRATEGIES LIKE...**
- PAID TRAFFIC
 - WEBSITE SEO
 - DIRECT MAIL
 - PAY PER LEAD
 - EMAIL CAMPAIGNS

INVENTORY DISCOUNTS

Not enough inventory means you can't process orders.

Too much means profit losses.

WITH CASH FLOW, TAKE ADVANTAGE OF...



BULK INVENTORY ORDERS



SEASONAL ITEMS



DISCOUNT PRICES

LIQUIDATION SALES

When competitors go out of business, jump on liquidation sales.

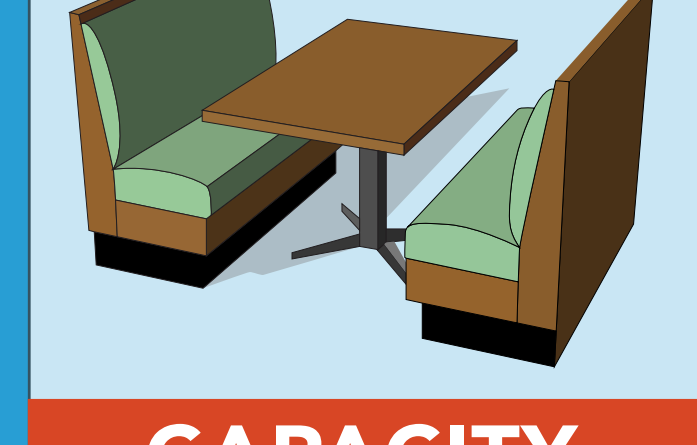
SUGGESTED PURCHASES...

- VEHICLES
- USED TOOLS OR EQUIPMENT
- INVENTORY

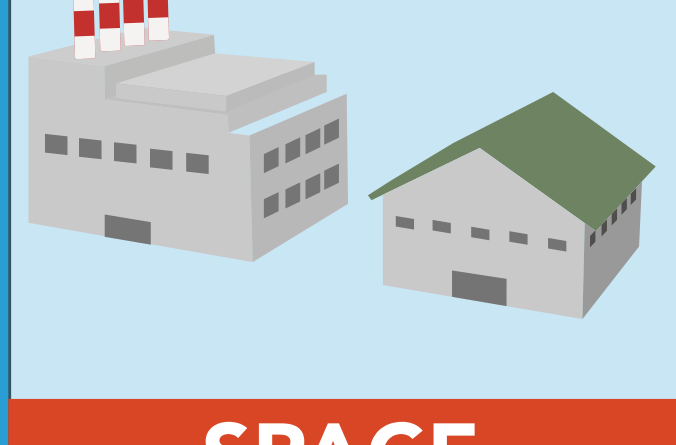
These sales happen quickly, so you may need a loan fast.



INVENTORY DISCOUNTS



CAPACITY



SPACE



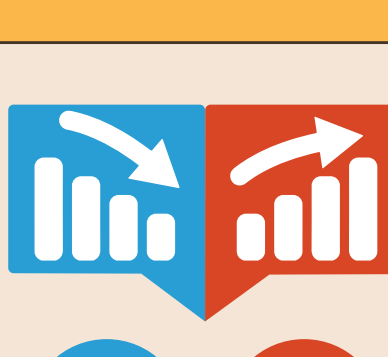
FRANCHISE



REMODELING

LOWER UTILITY COSTS...

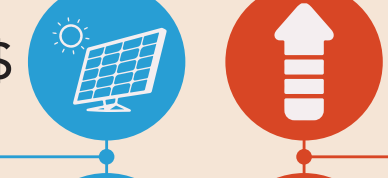
Energy Efficient Upgrades



INCREASE CUSTOMER SATISFACTION...

Revamp Your Storefront

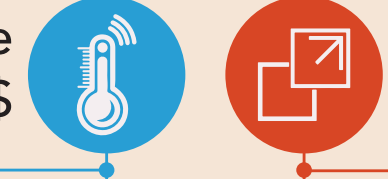
Solar Panels \$\$\$



Enhance curb appeal \$\$\$



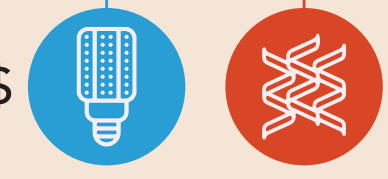
Programmable Thermometer \$\$



Open up the layout \$\$



LED Light bulbs \$



New decor \$



EQUIPMENT

BUY NEW EQUIPMENT
The right equipment improves productivity.

IMPROVE AUTOMATION
Automation reduces labor costs.



OTHER IDEAS

65% HIRE NEW TALENT

Small businesses have generated over 65% of the new jobs since 1995.

65% BUILD CREDIT

Over 65% off all owners use credit for business purchases.

50% But only 50% of those cards are actually in the business' name.



Building credit protects your personal liability and... helps your business grow!