

BUSINESS FINANCE DOESN'T NEED TO BE RARE!



WHAT goes through your head when you hear the words business finance? I imagine that many of you will shudder at the thought of having to raise additional finance for your business. Based on what you read in the press, and on your past experience, you may think that banks aren't willing to lend finance to small businesses. Or that it is just too much hassle to deal with them directly. Gone are the days where you used to have a bank manager who knew your business inside out, and would come and meet you! Nowadays, the old-fashioned bank manager has all but disappeared, and in his place, you can find a bunch of call centres.

However, there is actually finance available for small business owners who are looking to grow their businesses. The trick is knowing which lenders to approach and the best way to

approach them. Since each lender has different criteria, they are each willing to provide finance for different types of business. So if you can understand a business' requirements, and know the marketplace and which lenders are prepared to lend, it is possible to raise finance.

For example, we helped Tony Perkins recently who was looking to expand his operation and purchase another unit. Having met with Mr Perkins we were able to understand his perspective and plans for his business, and were able to approach the right lenders who had the appropriate appetite for the transaction.

"We approached ASC Finance on a recommendation and weren't disappointed - the service we received was first class". Tony Perkins.

So what to do if you are looking for finance for your business? Our main advice is not to give up. Just because one lender may have declined you for finance, it doesn't mean that another will. There are many different avenues of finance which might be accessible to a business, from a business loan, to a commercial mortgage to invoice discounting, so be sure to understand the options which might be available. And don't be afraid to seek advice or assistance from those with experience. ■

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ASC Finance for Business are commercial finance brokers who have been successfully raising finance for businesses across the UK for over 40 years. For a no obligation discussion with a local director, visit their website or call 0207 616 6628.

Leonards

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AT Leonards, a family owned business, we pride ourselves on our high quality ingredients, helpful staff and excellent supporting materials. Having blended a number of our classic range of sausage, burger and kebab mixes for the last 25 years we know they stand the test of time.

Have you tried our Old English, Spicy Garlic or Minty Lamb Sausage Mixes recently? Each one brimming with flavour, complete with rusk and preservative so all you need to do is add meat and water.

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Of course, if you have noticed an increase in the number of your customers looking for Gluten Free products we can also assist. We have a range of Gluten Free Sausage mixes, Burger mixes and coming soon Gluten Free Kebabs too.

Check out our website www.leonards.co.uk for our Product Guide, as well as downloadable fact sheets, or call us on 01825 760262 for FREE SAMPLES of any of our products. ■

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Quality Ingredients for the Food Industry

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