

1st Interest Only Funding by Laura Claydon

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One of our newest sales reps, Laura Claydon, was able to successfully close the company's very first Interest-Only Revolving Line of Credit. So, how did she do it? We talked with Laura to get the scoop.

The Who

The deal came from a referral partner. Laura knew her prior to coming to work for ARF. Laura invested the time to train the referral partner on our products, our process and who our target audience is. Once this deal came along, it looked promising to both her and the RP and she got to work figuring out the best product for their needs.

The Why

The client has an established restaurant and wanted to open another location. They had already applied for an SBA loan and were waiting on the funds but ran into an issue which caused a delay. The merchant needed funds right away to purchase new equipment. Since they were in the middle of getting their SBA loan, they didn't want to be bogged down by a large payment and have this affect their ability to secure their loan. So, Laura needed to find them the lowest payment option to make this deal happen.

The How

Since payment amount was the biggest concern for the client, she tried two options: Flex Pay and Interest-Only. Once she crunched the numbers it was clear that IO was going to provide the client with the lowest payment up front, which was actually eye-opening for Laura. She initially thought Flex Pay was the way to go for them. Since the client was still waiting for their SBA loan, they needed to be sure that this option wasn't going to interfere with their ability to move forward. Because of this and the client's hesitation to make an immediate decision, the deal took Laura a month to close, but she kept at it.

The Learnings

Ultimately, this deal taught Laura that it is important to do the math and explore all options for a client in order to find the product that matches their needs. Not only did she receive a \$1,000 Amex gift card for being the first rep to close an IO deal, she also learned the value that the IO product can bring to a client in the right situation.