



ARF FINANCIAL

Businesses Bank on Us.™

RESIDUAL REFERRAL PROGRAM



RESIDUAL REFERRAL PROGRAM

WELCOME

to the ARF Residual Referral Program!

I'd like to personally thank you for joining our Residual Referral Program. I believe it will increase your lending footprint and create a significant, and continuous, income stream for you.

As champions of the restaurant and hospitality industries since 2001, we've delivered over \$850,000,000 in funding to clients nationwide. Our strength and longevity are based on a commitment to responsible lending and service excellence. We're always looking for partners with a common goal of providing affordable financial solutions for their clients, while growing their own business and profits.

Every day we help businesses find the financing they deserve to grow and thrive. We pride ourselves on making business lending simple, affordable and transparent.

By introducing your clients to ARF Financial, you can help ensure the success of their business, while strengthening the bond you have with them. Our financing programs can open new revenue opportunities for your business by attracting new clients and retaining existing ones.

I'm glad you elected to join our ARF family as a valued partner!



Les Haskew

President

ARF FINANCIAL LLC

P.S. We often have exciting promotions running along with continued education. Watch your email for these key opportunities.

RESIDUAL REFERRAL PROGRAM

Decades of Financing Opportunity

ARF Financial LLC is a California licensed lender providing unsecured business loans and lines of credit for restaurant, hospitality and retail merchants nationwide. Since 2001, we have filled the void between traditional bank financing and less attractive options for obtaining capital, like merchant cash advances and taking on equity partners. We are able to secure financing where most banks stop, giving merchants the ability to maintain control of their business, be more profitable and meet their financial and business goals.



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Restaurant / Hospitality Experts

As the #1 direct lender for restaurant and hospitality businesses across the country, backed by decades of experience, we know a thing or two about the everyday challenges restaurateurs and hoteliers face. What's more, we are committed to offering the right (customized) financial products they need to fulfill their individual business goals.

Here's a Sampling of the Business Types we Lend to:

- Restaurants, Bars, Caterers, Bakeries, Specialty Food, Liquor Stores
- Hotels, Motels, Inns
- Doctors, Dentists, Chiropractors
- Salons and Spas
- Automotive Repair & Service
- and many other business retailers
- see the complete list at arffinancial.com/industries



RESIDUAL REFERRAL PROGRAM

Higher Loan Amounts and Longer Terms for Well Established Merchants

Businesses may qualify for amounts up to \$750,000 without the need for collateral, at the most competitive rates and with fixed terms up to 36 months. Our loan program is perfect for well established, single-unit and multi-unit restaurants owners who need capital for growth opportunities. Our average loan amount is \$90,000. Most important, we will lend up to \$450,000 (single-unit) or \$675,000 (multi-unit) without the review of tax returns and financials. That's the highest threshold in the industry!

Loan Program Advantages

- We provide loans from \$5,000 to \$2,500,000
- Collateral is not required on amounts up to \$750,000
- Tax returns and financials are not required on loans up to \$450,000
- Terms from 12 to 36 months
- 24-hour approvals and fundings in as little as 3 days
- Streamlined process and limited paperwork
- Repayment is not tied to credit card transactions
- The interest is tax deductible
- Early pay-off options are available

RESIDUAL REFERRAL PROGRAM

Exclusive Bank Relationships

We have obtained exclusive relationships with many state-chartered community banks across the country to provide the best financial solutions for your clients. Because of our industry expertise and proprietary analytics, we are able to underwrite and fund loans - large and small - that most banks won't. We are so confident in our underwriting models and systems we even credit enhance the loans we originate ensuring your clients get the financing they deserve with terms that make sense!

Just a few of our partnering banks:





RESIDUAL REFERRAL PROGRAM

Our Unique Loan Products

WORKING CAPITAL LOANS

When cash is tight due to an unexpected dip in sales or a slow seasonal period, your clients won't feel forced to scale back their operations or postpone growth opportunities. A Working Capital Loan from ARF Financial can provide the surge of capital they need quickly and without the need for collateral!

LINES OF CREDIT

When opportunity knocks, business conditions change or unexpected issues arise, your clients will be ready. Our Line of Credit gives them 24-hour access to 5 separate loan drafts over a 6-month period. They can draw funds as needed and only pay for what they take!

FLEX PAY LOANS

Many merchants simply don't dream big because they can't afford to borrow the funds they need. Our Flex Pay loan solves that problem! Flex Pay allows your clients to defer up to 50% of their loan principal into the future, resulting in dramatically lower payments now!

INTEREST ONLY REVOLVING LINE OF CREDIT

Merchants with big plans for growth shouldn't let their bank slow them down. They can quickly access up to \$750,000 with no need for collateral and only pay the interest for up to 1 year. Bridging a financial gap with low, interest-only payments allows them to maximize cash flow and makes great business sense!



RESIDUAL REFERRAL PROGRAM

Our Simple Turnkey Process

We've designed our Residual Referral Program to be as simple as 1-2-3.

1. Identify a client that needs business capital and provide a warm introduction.
2. We will personally contract your client, gather the necessary paperwork, and get them approved. We handle the underwriting and funding process leaving you with time on your hands to find new clients.
3. Personalized Client Service
Every client you introduce us to will be matched with one of our full-time loan experts, who will customize our loan products to meet your client's specific needs. This one-on-one customer service sets us apart!



RESIDUAL REFERRAL PROGRAM

What You'll Need to Get Started

Obtain these 4 pieces of information from your client and we'll do the rest:

1. Length of time in business of the entity you're referring
(same ownership, concept and location)
2. Personal credit score range of the guarantor
Excellent = 700 +
Good = 651 - 699
Fair = 601 - 650
Poor = 551 - 600
Unqualified = Less than 551
3. Average monthly sales (cash & credit card) for the last 3 months
4. Determine if the guarantor owns a home and is current on their mortgage

Potential Loan Amount

We use actual gross sales to determine loan amount. Potential loan amounts vary from 6% to 16.5% of total annual sales (cash + credit card sales - actual or projected) based upon the guarantor's credit worthiness. Example: If the average monthly sales volume is \$100,000 or \$1,200,000 annually, the potential loan amount is \$60,000 to \$198,000. If sales increase over time, the merchant may qualify for additional capital. All loans are subject to ARF Financial's standard underwriting criteria.



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To Prequalify

1. Must be brick and mortar restaurant or hospitality business, hotel, motel, auto repair and service, medical, dental, or certain retail establishments (detailed list at arffinancial.com/industries)
2. Open and operating for at least 3 months
3. Minimum annual sales of \$250,000 (actual or projected)
4. Guarantor with a personal FICO score of 551 or higher
5. Client may have a maximum of 2 outstanding cash advances (short-term loans)
6. Restaurant and hospitality clients may qualify for up to \$450,000 (single-unit) or \$675,000 (multi-unit) without review of tax returns and financials
7. Retail clients may qualify for up to \$300,000 without review of tax returns and financials



RESIDUAL REFERRAL PROGRAM

Typical Funding Scenario

A client has an established restaurant and needs \$450,000 to open another location. They have already applied for an SBA loan and are waiting on the funds but run into an issue which causes a delay.

The merchant borrows the \$450,000 they need from ARF Financial, without review of tax returns and financials. The loan bridges the gap while they are waiting on the SBA financing, allowing them to move forward on the buildout of their new location.

Your referral fee from the funding is \$13,500. Most loans refinance at 50% paid. You will continue to earn referral fees on residual fundings for 3 years!

Earning Potential

# of New Loans that Fund Monthly	Initial Loan Funding	LOC Draws & Refinances	Total Monthly Fundings	Monthly Referral Fee Income*
1	\$90,000	\$45,000	\$135,000	\$4,050
3	\$270,000	\$135,000	\$405,000	\$12,150
5	\$450,000	\$225,000	\$675,000	\$20,250
10	\$900,000	\$450,000	\$1,350,000	\$40,500

* ARF pays a 3% Referral Partner commission to Referral Partners that have executed an ARF Referral Partner Agreement on loans funded (cash out) up to the stated Agreement commission cap for a period of three (3) years based upon a qualified client referral as defined in the Agreement.

