



Bestline Business Funding “Advanced Training Guide”

Exclusively For The Perlas Group

Bestline Business Funding is a “Business Loan Alternative Company”

What does that mean: Unlike traditional banks that ask for tons of documentation, for example: Tax Returns, Financial Statements, Balance Sheets, etc., and most of all Collateral, Bestline just has a simple one-page application and needs the business’s Last 3 month’s bank statements, 4 months in CA, NY, UT, and VA, And that’s it!

We will then get them an approval in a couple of hours, and we can fund them in 1 day. And if we get the application in early enough, we can fund them the same day. And by the way, you get paid the day after funding!

What makes Bestline Business Funding different from all other Funding Companies:

- 1. We have a \$5,000.00 minimum and we go as high as \$5 Million Dollars.**
- 2. We do not ask for Collateral, which means we don’t tie up any of the business’s assets.**
- 3. No True Personal Guarantees**
- 4. We accept EVERY industry, All the high-risk industries.**
- 5. We have no application fees.**
- 6. We do a “Soft Pull” on their Credit, so it does not affect their FICO Credit Score.**

7. We allow Bankruptcy's if it has been closed out 1 year.
8. We allow Tax Liens as long as they have worked out a payment plan.
9. We allow judgements if they have worked out a payment plan.
10. We allow NSF's, Overdrafts, and Negative Days, if they do not have more than 5 in any one month or 10 total in all 3 or 4 months.
11. ***We Pay You The Day After The Deal Funds*** NO Waiting!

Benefits Of A Cash Advance:

1. Access To Capital Quickly – 1 to 2 Days – Often times the same day we receive the application.
2. Little Documentation – Our Simple One Page Application, and the business's last 3 month's bank statements. 4 months in CA, NY, UT, and VA.
3. No Collateral – We do not tie up any of the business's assets.
4. No Restriction On The Use Of Funds.
5. Early Payoff Discounts: 30-60-90-120-day Discounts going out to 12 Months depending on the Approval Amount, Rates, and Terms.
6. High Approval Rates
7. No Upfront Fee
8. Flexible Repayment Options

Benefits Of Being A "Client-In-Good-Standing":

1. After 60 Days you become a "Client-In-Good-Standing".
2. You are eligible for a Higher Limit.
3. You are eligible for Better Rates.
4. You are eligible for Better Terms – Weekly and Monthly Payments.

Needed To Qualify To Submit A Deal To Underwriting:

1. 6 Months in Business
2. \$5,000.00 Minimum Monthly Revenue Deposits
3. Active Business Checking Account – No Personal Accounts

The Most Common Question Asked:

“What Are The Interest Rates?”

There are No Interest Rates because these are technically not loans but Cash Advances. Instead, Cash Advances typically have a total Payback Amount, and purchases a fixed Amount of the Customer’s Future Cash Receivables. So, we use a “Factor Rate” and let me explain to you how it works. Factor Rates can range anywhere from 1.20 to 1.50. So, let’s say you are approved for \$100,000.00 and the Factor Rate is 1.20. You would then pay back \$120,000.00, and that can be anywhere between 6 Months and 36 Months. And that is what Underwriting Determines after they look at your Application and Bank Statements.

*****Speak To Your Accountant***** - The “Costs” for the Cash Advance is 100% deductible, as long as the Funds are used for a business related purpose.

What are some of the reasons a “Factor Rate” or Cost for the Cash Advance would be Higher or Lower?

1. **Industry:** Certain Industries have a Higher Default Rate. For Example, The Logistics or Trucking Industry and Automobile Sales. Where the Medical Industry has a Lower Default Rate. For Example, Assisted Living or Doctors, etc.
2. **Time In Business:** The shorter time in business the Higher Risk of Default.
3. **FICO Credit Score:** A Credit Report may show Excessive recent derogatory remarks, For Example, 30, 60, and 90 day lates.
4. **Bankruptcy:** They must be closed out for over 1 year.
5. **Tax Liens:** Must have a payment plan.
6. **Judgements:** Must have a payment plan.

What Does Underwriting Look at To Determine The Approval Amount, Rates, and Terms:

1. Their Average Monthly Revenue Deposits
2. End Of the Day Balance
3. End Of the Month Balance
4. NSF's, Overdrafts, Negative Days, and Bounced Items
5. Number Of Monthly Deposits – The Lower number of Deposits the Higher chance of Missing payments.

Underwriting's main goal is to give the customer a payment that will not Affect their Cash Flow. And from this Payment, Underwriting will determine How much they will get approved for and the length of time to pay it back. We like to hear the Customer say, "they don't even feel the payment".

How To Determine The Strength Of A Deal

You want to ask the Business Owner 2 Very Important Questions:

1. What Do You Need The Money For?

You want to hear they need it to either Make More Money with it or to Solve A Problem. To Make More Money with it could be to Expand Their Business or Buy Another Business, for example. To Solve A Problem could be to Meet Payroll or Pay Taxes, for example.

2. How Soon Do You Need It?

You want to hear they need it Now, This Week or Next Week, or Yesterday!

*****Remember:** Everyone Wants Money, But Not Everyone Needs Money, and you are Marketing or Looking for people that Need Money and Now!

Transparency

Bestline Business Funding has 100% Transparency. You will follow your deal from the moment it is submitted to the time it is Funded. And you get paid the Next Day!

Renewals

90% of the Business Owners will Renew Cash Advances Over and Over Again once they see how simple and quick it is to get Funded.

And you get paid the FULL Commission on ALL Renewals Ongoing. And again, you get paid the Day after Funding!

Once the Cash Advance is paid down 50% you will receive a Renewal Notice telling you your customer is Eligible for more money. Then all you must do is get the Last 3 Months Bank Statements, 4 months in CA, NY, UT, and VA, and send it in to Renewals. An Application is not needed for Renewals.

Merchant Application

The Application is VERY Simple to complete. Make sure the first 2 sections are filled out completely. Information on the Business and Information on the Merchant. Make sure the application is hand signed and dated.

To Download our Merchant Application in a PDF, click on the following link:

<https://www.bestlinefunding.com/merchant-application>

Bank Statements

The 3 Monthly Bank Statements, 4 months in CA, NY, UT, and VA can be downloaded online directly from the Bank. Or they can be Printed out and Scanned. Just make sure ALL the pages are included even if they are blank. Make sure nothing is blacked out and ALL the pages are legible. Each Month should be in a Separate PDF.

Month-To-Date after the 15th of the Month

For a more Accurate Approval Amount, Rates, and Terms, if available, please provide a Month-To-Date for the Current Month.

Agent Dedicated Company:

We are an “Agent Dedicated Company”. We never let Merchant’s come directly to us to apply for a Cash Advance without being represented by one of our Agents. So, you will never have to worry about being Circumvented by one of your Business Owners. And for that reason, we are never in any Search Engines. We never Advertise for Business Owners to apply for a Cash Advance. We are the only Company that protects our Agents the way we do.

Important Tips:

1. Our Process is VERY Simple, so don’t Complicate it.
2. It’s a Number’s Game, the more Business Owners you speak with the More Money you will MAKE.
3. 99% of Business Owners don’t even know Cash Advances even exist, so when you are telling them about it, they are listening.

4. Business Owners only ask us 2 questions:

1). How Much Can I Get?

2) How Fast Can I get It?

Because these are Business Owners that Need The Money Now, to Make More Money With It.

Submit ALL Deals To: jpatrick@perlasinsurance.com and include your Name, Email Address, and Phone Number in the Email.

And if you ever have any questions or need to do a 3-Way Call with Rick Cohen and your Merchant, just call Rick at: Direct Office Number – (818) 538-7141 or his Cell – (310) 344-7127. Or you can email him at: rick@bestlinefunding.com.

“Bestline Business Funding realizes that times are changing for Business Owners, and they are looking for Easier and Quicker Funding Solutions than a Bank.”

BESTLINE BUSINESS FUNDING
HELPS SMALL BUSINESSES

