



Credit Financing With Community Banks

A fundamental ingredient for the success of a growing business is access to the financial resources that facilitate growth. Those resources should be provided with quality service that facilitates credit requests in a timely manner and allows businesses to take advantage of growth opportunities. For many small-to-medium sized businesses, finding this kind of relationship is not easy in a time of bank mergers and consolidation. Unfortunately, in today's financial services world, this trend has meant that smaller firms do not get the service they deserve.

Fortunately, in the San Fernando and surrounding valleys, a new alternative is now available with the opening of Mission Valley Bank, located in Sun Valley. According to Tamara Gurney, President and CEO, Mission Valley Bank was established to serve entrepreneurial middle market companies. "We are building long-term relationships", says Ms. Gurney, "and we recognize that business growth financing is an essential part of that relationship. Our professional and friendly staff are knowledgeable, providing solutions to businesses seeking to accomplish their growth strategies."

Many businesses are returning to community banks for personal service and bankers that provide highly responsive and individualized banking services. Community bankers understand that decisions must be made quickly, because in business, opportunities won't often wait.

Establishing commercial credit for a growing business can be a difficult process. There are avenues to help make the process a little less forbidding:

- ♦ Seek out a relationship with a financial institution that has the same philosophy of service as your company. You will always get better service from an institution that considers your business important.
- ♦ Find a lender that understands your business, or one that

will take time to visit your company and learn your unique needs and challenges. Your banker should assist you in finding solutions.

- ♦ Deal with a bank where you deal directly with decision-makers. You don't want to be at the mercy of a loan committee in some remote location, with members who don't know you.
- ♦ Be sure your bank understands the need for a prompt response to your loan request. Most business opportunities won't wait for a slow, unresponsive lender.
- ♦ Choose a bank that offers a full range of commercial credit financing. It is always best to have choices when crafting a long-term approach to achieve financing and growth needs.
- ♦ Seek out a bank that is not transaction focused, but customer oriented. Over the life of your business, your needs will be best served by a professional, personal relationship with bankers who care about your success and who know you on a personal level.

Many types of financing remain available to assist businesses in seasonal and growth strategies.

Credit Lines

Many businesses experience fluctuations in cash flow due to seasonal or cyclical factors. A commercial line of credit could provide your company with a flexible form of financing to accommodate these needs.

Equipment Loans

Business expansion and modernization are often required to maintain a competitive edge. Equipment financing or leasing provide solutions to this demand.

Term Loans

Loans for working capital and fixed asset purchases will assist in easing your cash flow requirements. This long-term financing solution frees up your balance sheet for other business opportuni-

ties.

Commercial Real Estate Loans

Owning your own facility can provide many benefits, including substantial tax advantages. This financing provides opportunities to build, or refinance your office building, warehouse, or manufacturing facilities.

SBA Loans

Small Business Administration loans provide lower down payments and extended financing terms. These loans are available for many purposes, including equipment purchases, owner-occupied real estate loans, inventory purchases, acquisitions, and debt restructuring.

Quick Qualifier Loans

This form of financing is a great time saver, as it requires only a short form application and can be approved with a quick turnaround. These loans are for a multitude of purposes for smaller types of business credit needs.

Every business needs a lender or a banker that can offer the expertise and prompt, personal service they require. And, a full-service lender that is the right size for your company is important for every growing business. In the long run, it is the relationship with your bank that is most important to assure you that the financial resources will be there when you need them to support the growth and success of your company.

This article was provided by Mission Valley Bank, located at 9116 Sunland Boulevard in Sun Valley. Mission Valley Bank can be reached at (818) 394-2300. The bank's web site is www.missionvalleybank.com.