

Your Helper to Small Business responsibility to lender

Dear Ed:
I recently went to my bank and asked the manager to lend me some money to expand my business. I was turned down without much explanation.
Before I go back again to reapply or go to see other bankers, can you tell me what they are looking for when I make an application?
O.A. in Sault Ste. Marie

- posal deal with them?
- 1) Management: You must show your banker evidence which demonstrates good management ability.
 - 2) Repayment: You must also show evidence which can demonstrate your ability to repay the loan.
 - 3) Your Investment: You need to show your banker some concrete way that you are committed to the business.
 - 4) Security: You must also let him/her know what is available to the bank and what it is worth to the bank, if you were unable to repay the loan. The better these issues are addressed, the more success you will have.
- If you wish to discuss this in more detail, write, or call me collect.

Dear O.A.:
A lender has certain needs that must be satisfied before he/she can make a decision to lend money or not. How well you address those needs will result in success or failure in getting your required financing.
there are four basic items that need to be addressed. Did your last pro-

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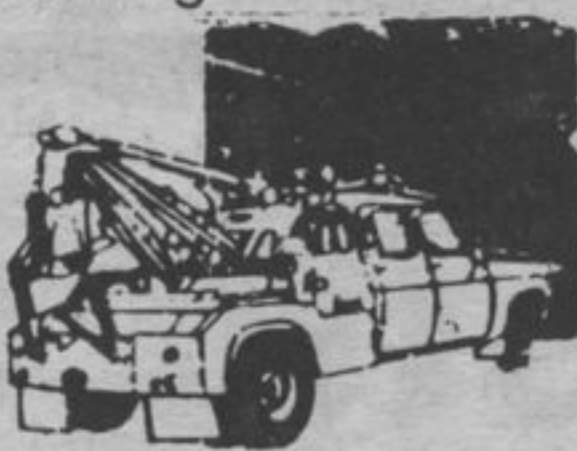
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