Outline of the Sales Process

Please note that the HTML application makes getting to a response easier and quicker than a handwritten application.

1. The Prospect completes all the fields of the Application and signs it (This is known as Tier 1) or the prospect completes the full application (and sends in all required documents at the same time—Tier 2).

2. If the application is submitted using the sales portal online, the information will be automatically loaded into Pipedrive and sent to Underwriting.   Otherwise, Sales will need to put the information into Pipedrive manually and then notify underwriting and a DecisionLogic validation email will be sent to the prospect.

3. Underwriting will immediately review the UCC filings, review the owner(s) background for fraud, FICO score, do a corporate name search etc. and, if there is no existing lien on the Accounts Receivable and everything else is in order, sales (you) and the prospect will receive an automatic email from Pipedrive that they are pre-approved.

4. Sales (you) will collect any remaining required items which have not been submitted (In the application, this is the "Items required for Due Diligence and Funding"/ Tier 2) put the information into Pipedrive, and notify Underwriting and Credit that it is Pipedrive.

5. It is helpful if there is a hand-off conference call with the prospect to the responsible person in underwriting so you can move on to the next prospect and underwriting can complete the due diligence with the prospect.

6. Whenever Credit receives an ageing, Credit will review the debtors for credit limits, and, if the application was not completed on line, Credit will send an email to the prospect so we can use DecisionLogic. (The online application allows us to use DecisionLogic but the prospect has to proactively click on the email to allow us to view.) If there are issues, all will be notified.

7. Sales will determine with the Prospect the rate and terms (either verbally on the rate sheet or via an LOI), send the terms to Underwriting and update Pipedrive.

8. Underwriting will prepare the PSA and send either to the Prospect or to you to forward to the Prospect.

9. If there is an existing lien on the Accounts Receivable, the PSA will still be completed and sent to you and the Prospect will be made aware of the lien problem so it can be resolved.

10. If the resolution requires a buyout or subordination, Underwriting will contact the other parties and we will do a balance verification based on the AR ageing.

11. The Prospect signs the PSA and sends us invoices for verification-if not already done.   Sales is responsible to make sure the Prospect sends in the invoices along with needed documentation----NOT underwriting or Verification.

12. Funding will take place as we verify unless there is a buyout or other type of payoff.

Our Bridge Capital ACH product is designed to provide short term quick funding and to be a financial bridge to factoring as factoring will give them more money at a lesser rate and with back office AR services.

Our criteria for an ACH loan to B2B companies:

1. We must have a first position in the AR
2. No past record of bank fraud, etc. for the owners
3. Must have been in business for at least 6 months
4. Will have monthly minimum sales of approx. $50,000 and the sales will be consistent over the last 6 months
5. Terms will be between 3 to 9 months. NOTE: we prefer 3 to 6 months term as the client will always have the ability to roll over the ACH or move to a Factoring facility
6. Minimum amount advanced at first funding will be $20,000
7. Maximum amount advanced at first funding will be $150,000
8. The client can terminate at any time without penalty especially if they become a factoring client
9. Typical repayment will be daily
10. The amount of the initial purchase amount will be approx. 30% of monthly sales for a 3 month term and 60% of monthly sales for a longer term. Additionally, we would expect that the ACH advance as a percentage of outstanding AR would be approx. 50%

Our application will be via HTML and not hand written. This allows us to do preapproval within 15 to 30 minutes, underwriting within 24 to 36 hours and funding in less than 3 days from application submission.