

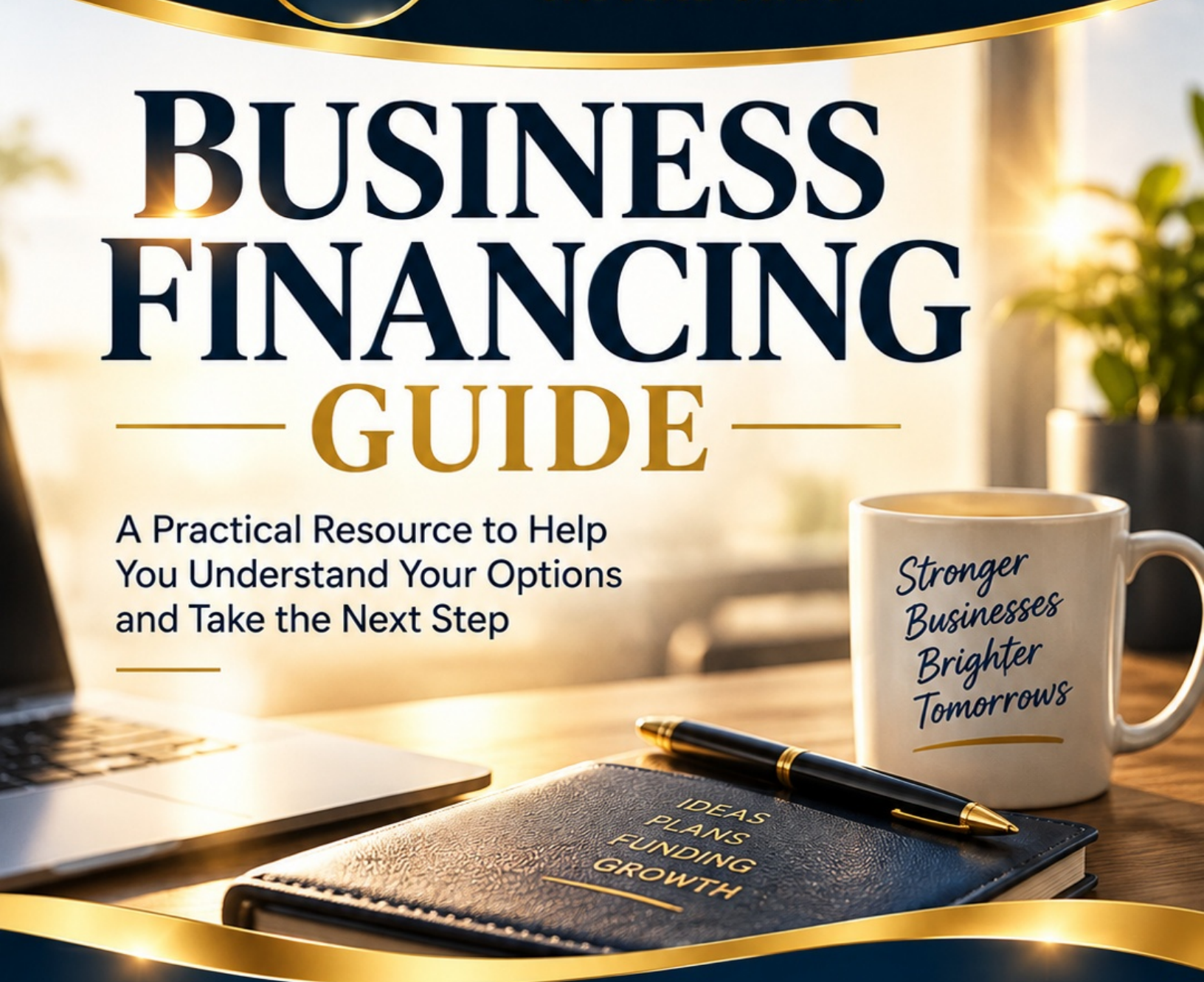


ALTORA
— CAPITAL GROUP —

BUSINESS
FUNDING
MADE SIMPLE.

BUSINESS FINANCING — GUIDE —

A Practical Resource to Help
You Understand Your Options
and Take the Next Step



FUNDING
OPTIONS



WHAT LENDERS
LOOK FOR



IMPROVE YOUR
ODDS



A PARTNER YOU
CAN TRUST

**SIMPLE GUIDANCE. CLEAR ANSWERS.
STRONGER BUSINESS.**

Inside This Guide

Business financing does not have to feel complicated. This guide breaks the process into practical pieces so you can understand common financing options, prepare before applying, and ask better questions before accepting an offer.

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A useful rule: Do not start with “How much can I get?” Start with “What does my business need the money to accomplish?”

1. Why Businesses Use Financing

At some point, nearly every business owner runs into the same question: Where am I going to get the money to do this? Borrowing money is not necessarily a sign that a business is struggling. Businesses often use financing strategically to pursue opportunities while preserving cash for everyday operations.

- Purchase or lease equipment or vehicles
- Increase inventory or hire employees
- Invest in marketing and advertising
- Open, renovate, or expand a location
- Manage seasonal or temporary cash-flow needs
- Cover qualifying operating expenses
- Take advantage of a growth opportunity



The better question is not simply “Can I get financing?” It is “Will this financing help my business accomplish something that makes financial sense?”

2. Major Types of Business Financing

There is no single financing product that is right for every business. The best fit depends on the purpose of the funds, the financial condition of the business, timing, qualifications, and the repayment structure.

Term Loans

A lump sum of capital repaid over an agreed period. Often considered for expansion, major purchases, renovations, or other defined business projects.

Business Lines of Credit

Access to capital up to an approved limit, with funds generally drawn as needed. Useful for short-term needs, seasonality, or unexpected expenses.

Equipment Financing

Financing designed around the purchase of business equipment such as trucks, machinery, restaurant equipment, medical equipment, or technology. The equipment may serve as collateral.

More Financing Types

Working Capital Financing

Capital used for everyday business needs such as payroll, inventory, supplies, marketing, repairs, or short-term operating expenses.

SBA Loans

Certain loans supported by U.S. Small Business Administration programs may offer attractive terms for qualified borrowers. The application and underwriting process can be more involved.

Invoice Financing / Factoring

Potential options for businesses with eligible unpaid customer invoices that want to improve cash flow rather than waiting for customers to pay.

3. What Lenders Commonly Look At

Every lender and financing program has its own underwriting standards. Several factors, however, commonly influence financing decisions.

Time in Business

An established operating history gives a lender more information to evaluate.

Business Revenue

Recent revenue may help indicate whether the business can support repayment.

Cash Flow

Shows how money actually moves through the business and whether obligations can be supported.

Personal and Business Credit

Can influence eligibility, available products, rates, amounts, and terms.

Existing Debt

Current obligations may affect how much additional financing the business can reasonably support.

Industry

Risk, volatility, and seasonality vary across industries.

Use of Funds

A clear and reasonable purpose for the capital can help explain the financing request.



Before applying, be ready to explain what the money is for, how it will be used, and what you expect it to help the business accomplish.

4. Documents You May Need

Being organized can make the financing process easier. Requirements vary, but you may be asked for some of the following:

- Recent business bank statements
- Personal identification
- Business and/or personal tax returns, when applicable
- Profit-and-loss statements and balance sheets
- Accounts receivable information
- Existing business debt information
- Business formation documents
- Equipment quotes or invoices
- Additional financial documentation requested by the lender



Not every financing option requires every document on this list. Ask what will be required before applying so you can prepare in advance.

5. How Much Financing Can You Afford?

One of the biggest mistakes a business owner can make is focusing only on “How much can I get approved for?” Approval amount and affordable amount are not always the same thing.

The payment

Can the business comfortably handle the required payment without creating unnecessary cash-flow pressure?

The repayment frequency

Understand whether payments are monthly, weekly, daily, or structured another way.

The total cost

Do not evaluate financing only by the size of the payment. Understand the total amount you may repay.

The expected return

Consider what the capital will allow your business to accomplish and whether the expected benefit supports the cost.

6. Questions to Ask Before Accepting Financing

Never be afraid to ask questions. Before agreeing to financing, make sure you understand the structure and obligations.

1. How much money will I actually receive?
2. What is the total repayment amount?
3. What will my payment be, and how often is it due?
4. How long is the repayment period?
5. What rates, origination fees, or other charges apply?
6. Is collateral required?
7. Is a personal guarantee required?
8. Are there prepayment penalties or potential prepayment benefits?
9. What happens if a payment is late?
10. Will payments be automatically withdrawn from the business bank account?
11. How will the payment affect my business's cash flow?

7. Red Flags to Watch For

A legitimate financing conversation should help you understand the product, not pressure you into accepting something you do not understand.

- Pressure to sign immediately
- Unclear repayment terms or costs
- Fees that are not properly explained
- Promises of “guaranteed approval”
- Requests for unusual upfront payments
- Missing or incomplete documentation
- A payment structure that your business clearly cannot support



If something is unclear, slow down and ask questions before signing.

8. Improving Your Financing Options

Even if you do not need financing today, there are steps that may help your business become more finance-ready.

- Keep business and personal finances separate.
- Pay business obligations on time.
- Monitor personal and business credit for accuracy.
- Maintain accurate, current financial records.
- Avoid taking on unnecessary debt.
- Build cash reserves when possible.
- Maintain consistent business banking activity.



Small improvements made before you need financing can create more options later.

9. Match the Financing to the Business Need

Before seeking financing, start with the purpose. Ask: What problem am I trying to solve? or What opportunity am I trying to capture?

If you need a truck or piece of machinery, equipment financing may be worth exploring. If you have recurring or seasonal cash-flow needs, a line of credit may fit differently. If customers owe you money on invoices, an invoice-based option may be relevant.



The financing product should fit the business need — not the other way around.

10. Taking the Next Step

Business financing can feel complicated because there are many lenders, products, qualification requirements, costs, and repayment structures.

At Altora Capital Group, our goal is to help business owners understand their financing options and identify potential paths that fit their individual needs.

Whether you are considering equipment, working capital, expansion, or another business purpose, the conversation should start with your business and what you are trying to accomplish.

BUSINESS
FUNDING
MADE SIMPLE.

Sometimes it's easier to just talk it through.

Schedule a quick, no-pressure call to talk through
your business, your goals, and what financing
options may make sense for you.

SCHEDULE A CALL >

No pressure. No obligation. Just a conversation.

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Financing is subject to lender approval and applicable terms. Funding amounts, rates and terms vary by applicant. Altora Capital Group works with independent financing providers to help businesses explore available financing options.

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