SunWise CAPITAL

sunwisecapital.com

DIRECT LENDER OR BROKER?

7 questions to ask before you borrow.

Ask every lender, "direct" ones too. Get the answers in writing.

1 **Whose money is it, really?**

Many "direct" lenders also use a network. Good answer: a company name you can look up.

Notes

2 **Who makes the final decision?**

Can the person on the phone actually approve anything? Good answer: "The funder decides. Here's who that is."

Notes

3 **If you can't fund me, where does my file go?**

A shopped file turns into 20 calls a day. Good answer: "Nowhere without your OK."

Notes

4 **What's the total payback, in dollars?**

Factor rates, interest rates and fees don't compare. Dollars do. Good answer: one number, every payment added up.

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5 **How often do payments come out?**

Daily debits hit hardest in slow months. Good answer: daily, weekly or monthly, fixed or a share of deposits, in writing.

Notes

6 **What else would fit my business?**

A lender with one product sells that product. Good answer: options side by side, with the trade-offs.

Notes

7 **Who sees my information?**

Your bank statements show your whole business. Good answer: a short, specific list, never "our partners."

Notes

Ask question 3 of every "direct" lender. Sunwise Capital will answer all seven in writing. Checking your options is a soft credit pull, your file is never sold to a list of lenders, and on a comparable written offer we beat the rate or pay you $500.