

AJOB Business Finance Consultants Ltd

Regulatory Business Plan

AJOB Business Finance Consultants Ltd (AJOB) was incorporated in September 2006. The Managing Director is Andrew Eagle who has previously worked as a Commercial Bank Manager for HSBC Bank for 20 years and has the correct skill set to manage and run this business. Over the last 9 years the business has built up a strong client base with regular repeat business from these clients. A strong recommendation and word of mouth enables new clients to be sourced without any advertising. Other channels are also used such as Linked In and less actively, twitter and facebook.

AJOB wishes to carry on with credit brokerage as it has a loyal band of clients which has grown over the years, who regularly enquire about additional business funding. AJOB will always look at any new enquiries with an open mind and try and assist wherever possible. With its low cost base, AJOB's long term strategy will be to increase the number of clients over the next few years, working also with Accountants and Bank Managers and ultimately be in a position to take on a new member of staff. Advertising in the past has not provided a good return, so this will be kept to a minimum and other avenues, such as social media will be explored greater.

AJOB carries out regular mail shots to its existing data base advising of new funding lines available and also puts messages on Linked In to try and attract new business.

With the economy still in recovery, AJOB now looks at the alternative funding options as well as the conventional mainstream ones.

AJOB works with lenders on Unsecured Business Loans, Commercial Mortgages, Bridging Loans, Property Development Loans, Enterprise Finance Guarantee Loans, Asset Finance and Invoice Finance.

Currently AJOB has clients who are about to complete on a Bridging/Development Loan, 2 Commercial Mortgages and 2 Unsecured Business Loans as well as enquiries in for a Business purchase and Invoice Factoring.

All enquiries are dealt personally with the sole Director, Andrew Eagle who will speak with the client and then send an enquiry email including the Terms of Business and Privacy and Fair Processing Notice. The email will also ask for all the additional information such as trading accounts, VAT returns, 3 months bank statements, any financial information to date, application form (both personally and for the business), credit search, CV, Identification and address verification. Once all the documents are received along with the Appraisal fee of £350, the client's details are assessed and checked and then AJOB will look at the available options and speak with the lenders for an indicative answer. AJOB has a large panel of lenders for each product and to give the client the options at least 3 lenders are contacted to get the best available deal. Once all the answers are back, AJOB will speak with the client and relay all of this information with the advantages and disadvantages for each lender. Once a strategy is agreed, AJOB will put an application together for the lender, no further fee is taken. AJOB will liaise with the lenders and once an approval is given will follow this through to completion. (If the offer does not meet the client's

expectations or requirements an alternative lender is sought if possible). At this point the success fee is payable either by the client or lender or a combination of both to meet the 1.5% of the loan advance.

Given the background of the Managing Director, he knows the importance of transparency which is why the Terms of Business and Privacy and Fair Processing Notice are issued immediately upon receipt of a new enquiry.