



**FINSERVE
MARKETPLACE**

**2021:
BACK TO BUSINESS**



**HOW WAS BUSINESS IN 2021 COMPARED
TO OTHER YEARS?**

"IN 2020 WE EXPERIENCED THE HIGHS OF THE REAL ESTATE MARKET AND COLLATERAL. IN 2021 WE WITNESSED STABILIZATION OF WORKING CAPITAL AND SMALL BUSINESS LOANS ESPECIALLY IN THE SECOND HALF OF THE YEAR. ONE AMAZING THING WE'VE SEEN IS MANY AMERICANS LEAVE THEIR CORPORATE JOBS AND MAKING THEIR SIDE GIGS THEIR PRIMARY BUSINESS. THIS HAS HELPED ALMOST FLOOD THE BUSINESS FINANCE MARKET WITH NEWER GROWING COMPANIES IN NEED OF WORKING CAPITAL. WE ARE LOOKING FORWARD TO THIS NEW MOVEMENT AS A SPRINGBOARD AND HOPE FOR 2022!!"

HIGHLIGHTS OF 2021

IN 2021 FINSERVE HAS LOCKED DOWN THE RECOMMENDED FUNDERS AND LENDERS IN THE MCA SPACE, ADDING TOP B-C PAPER FUNDER FUNDFI MERCHANT FUNDING, GREAT 1ST AND 2ND POSITION OPTIONS FROM TVT CAPITAL ALONG WITH CANNA BUSINESS RESOURCES WHO PROVIDES BUSINESS LOANS AND ADVANCES IN THE CANNABIS BUSINESS VERTICAL.

FUNDAMENTAL CAPITAL HAS COME ON STRONG! IF THERE WAS EVER ANY DOUBT THAT THEY WERE THE TOP CONSOLIDATION FUNDER IN THE COUNTRY, THERE ISN'T ANYMORE! FUNDAMENTAL CAPITAL HAS HAD MORE GROWTH IN A SINGLE YEAR THAN ANY OTHER FUNDER IN THE FINSERVE MARKETPLACE.

WE'VE ADDED GREEN FLAG CREDIT WHICH PROVIDES A CREDIT ROUTING PROGRAM INCLUDING A SYNDICATION PLATFORM FOR BROKERS INTERESTED IN FUNDING THEIR EQUIPMENT LEASE DEALS WITH THE TOP LEASING COMPANIES IN THE INDUSTRY.

TORRO CONTINUES WITH SUCCESS THROUGH IT'S FIRST FULL YEAR IN THE FINSERVE MARKETPLACE. TORRO HAS FUNDED DEALS CONSISTENTLY FOR THE BROKER NETWORK MEMBERS EVERY WEEK SINCE BECOMING RECOMMENDED IN THE FINSERVE MARKETPLACE.

UNITED CAPITAL AND MERITUS CAPITAL ARE GREAT RESOURCES FOR AR FUNDING AND FACTORING. UNITED CAPITAL FUNDING IS OWNED BY AN FDIC INSURED BANK WITH ALL OF THE FINANCIAL BACKING AND RESOURCES TO PROVIDE YOUR AR CLIENTS WITH FUNDING UP TO 2 MILLION. MERITUS CAPITAL CAN PROVIDE FUNDING THROUGHOUT NORTH AMERICA INCLUDING CANADA WITH FLEXIBLE AND RELIABLE FUNDING OPTIONS FOR YOUR CLIENTS.

FINANCE FACTORY HAS COME IN OVER 11 YEARS STRONG FOR THE FINSERVE MARKETPLACE. FOR REFERRAL PARTNERS LOOKING FOR OPTIONS FOR THEIR START UP CUSTOMERS, FINANCE FACTORY OFFERS THE TOP FINANCE TEAM TO PROVIDE THE BEST FUNDING TERMS AND OPPORTUNITIES FOR STARTUPS!



GOALS FOR 2022

FINSERVE GOALS INCLUDE THE IMPLEMENTATION OF TECHNOLOGY AND RESOURCES THAT WILL PROVIDE BUSINESS FINANCE PROFESSIONALS WITH GREATER SECURITY DOING BUSINESS IN THE INDUSTRY.

FINSERVE'S MISSION HAS ALWAYS BEEN TO PROTECT BUSINESS FINANCE PROFESSIONALS AND THEIR CLIENTS BY VETTING AND QUALIFYING LENDERS FOR RECOMMENDATION TO THE BROKER NETWORK 1.0 MEMBERS.

FINSERVE MARKETPLACE WILL LEAD, NOT ONLY THE ASSET BASED AND UNSECURED FUNDING MARKETPLACE BUT IN ADDITION WILL ADD RECOMMENDED CREDIT ROUTERS TO EASE THE ABILITY FOR FINANCE PROFESSIONALS TO SELECT LENDERS THROUGH TOTAL AUTOMATION.

NEVER WONDER AGAIN WHAT DEAL IS BEST FOR YOUR CLIENT! BROKER NETWORK 2.0 IS COMING IN 2022 AND WILL BE AN AMAZING GAME CHANGER, A DISRUPTOR FOR THE INDUSTRY! STAY TUNED...



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