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**Q&A: With Finance Factory's Ed Wienecke**

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I recently got the chance to sit down with Ed Wienecke, President of Finance Factory out of Maryland. Finance Factory has been part of FinServe MarketPlace since the inception of FinServe's Broker Network 1.0 program. Finance Factory is a funding marketplace focused on Start Up Companies in need of Capital Pre-Revenue. They also help existing businesses with a number of other financial products and services in addition to Start Up funding. - Susan Crawford

**Please take a look at the interview below. If you're interested in becoming an Agent Partner of Finance Factory, we encourage you to sign up by clicking here.**

*Q. How long ago did you start Finance Factory?*

A. "This year will be 15 years."

*Q. How many people do you employ?*

A. "Finance Factory employs 10 people. The average employee has been with Finance Factory for 5 years."

*Q. How has COVID effected your business in 2020?*

A. "Revenue was down, it definitely had a negative impact, but we still were profitable. The biggest aspect that affected Finance Factory was the government handing out free money. It's really difficult to offer someone debt financing when they can get a free loan from the government."

*Q. What are your goals for Finance Factory in 2021?*

A. To continue to build out our marketplace, we would like to serve every small business owner that comes through our doors whether they qualify for funding or not. Building out additional valuable resources. We want to be more than just a funding resource to our clients, if we can't help them get funding, we want to be able to give them a road map of what they can work on over the next 6-12 months. We want to be your one stop consultant-on-call.

*Q. How would friends/acquaintances describe you?*

A. Adventurous. Lighthearted. Very Optimistic.

*Q. What career accomplishments make you most proud?*

A. "Building and maintaining a business with a successful team for over 15 Years. Regarding accolades, I'd say when we were nominated for the inc 500 list of fastest growing companies in the US. We obtained inc 500 status in 2 years. In 2013 we were top 147th fastest growing company in the country as recognized by Inc 500, and the year after we were the 169th fastest growing company. Also, I couldn't be more proud than when we reached a billion dollars in total aggregate funding."

*Q. How long ago did you start working with Steve and FinServe?*

A. "Him and I were just chatting about that, I think it has been about 10 years now."

*Q. What do you think are the biggest benefits with working with Steve and FinServe?*

A. "Steve handles the email marketing, I would say that's the biggest benefit in terms of our exposure and staying in front of our leads. But definitely a close second would be having access to the FinServe vetted trusted partner network and the agents that he's introduced Finance Factory to. We have gained a lot of valuable relationships through those efforts and through the exposure of the network."



**Ed Wienecke**  
**President**

