

# DIAMOND BUSINESS CREDIT

## Lending News

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## \$150,000 Line Of Credit Multimedia Marketing Company



Diamond Business Credit recently funded a \$150,000 working capital line of credit to an early stage sales and marketing company. The company specializes in multimedia advertising campaigns for new and used automobile dealerships.

This transaction was referred to Diamond by the company's banker who could not provide credit at this time. The bank recognizes the company's potential and believes it likely that the bank can provide a credit facility within six months if the company continues on its positive, profitable growth track. To execute its business plan, the company needed working capital. Diamond responded quickly to solve the cash flow problem, enabling the company to take on additional profitable business.

The Diamond credit line, as usual, contains NO MINIMUMS and NO TERMINATION PENALTY. The transition to conventional financing will be seamless and free of burdensome prepayment costs.

Another win - win. The banker helped solve the customer's immediate problem by referring the deal and has laid the foundation for a future credit relationship. The borrower has the working capital financing it needs.

Do you know of a company that needs help?

### The Diamond Advantage

- Local Decision Making
- Experienced Deal Makers
- No Red Tape
- "Easy In, Easy Out" Approach

### *We are collateral lenders...*

**if you add enough collateral to a transaction,  
we will say "YES" !**