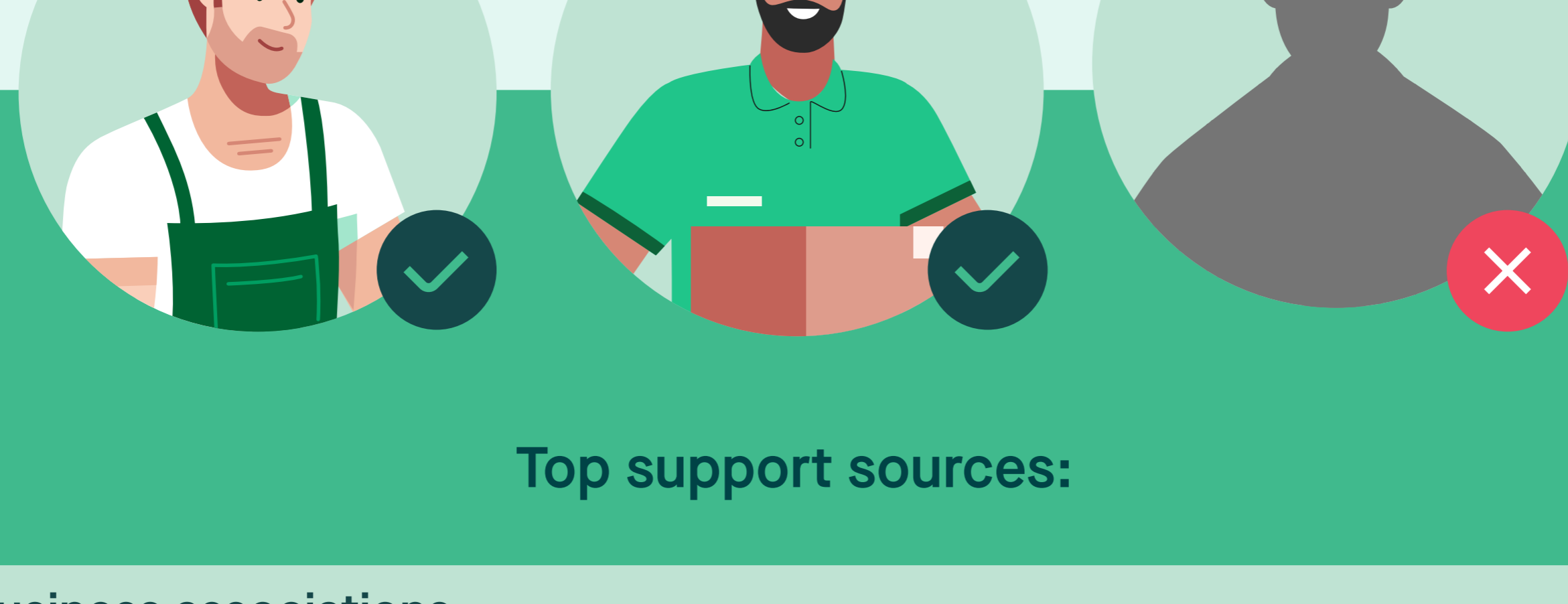


How to: Build your business lending book

Small businesses want advice

2 in 3

value external sources of support and advice.



Top support sources:



Newer business owners are more likely to seek support than those who have operated longer.



To do:

- Set yourself up as a source for providing business or financial advice
- Reach out to your existing database when marketing your service offering, especially to newer small business owners

Growth is the #1 priority

Younger businesses (<5 years) are most likely to prioritise growth.

To do:

- Get in touch with your database to understand their business plans and objectives for the year
- Stay up to date with your clients' business plans or seasonal industry trends and mark any relevant dates in your diary so you can pre-emptively offer support



Challenges: Marketing, margins, managing cash flow

Top 5 barriers to achieving goals:



43% of businesses in operation 2-5 years rated 'Cash flow management' as a barrier to achieving goals.



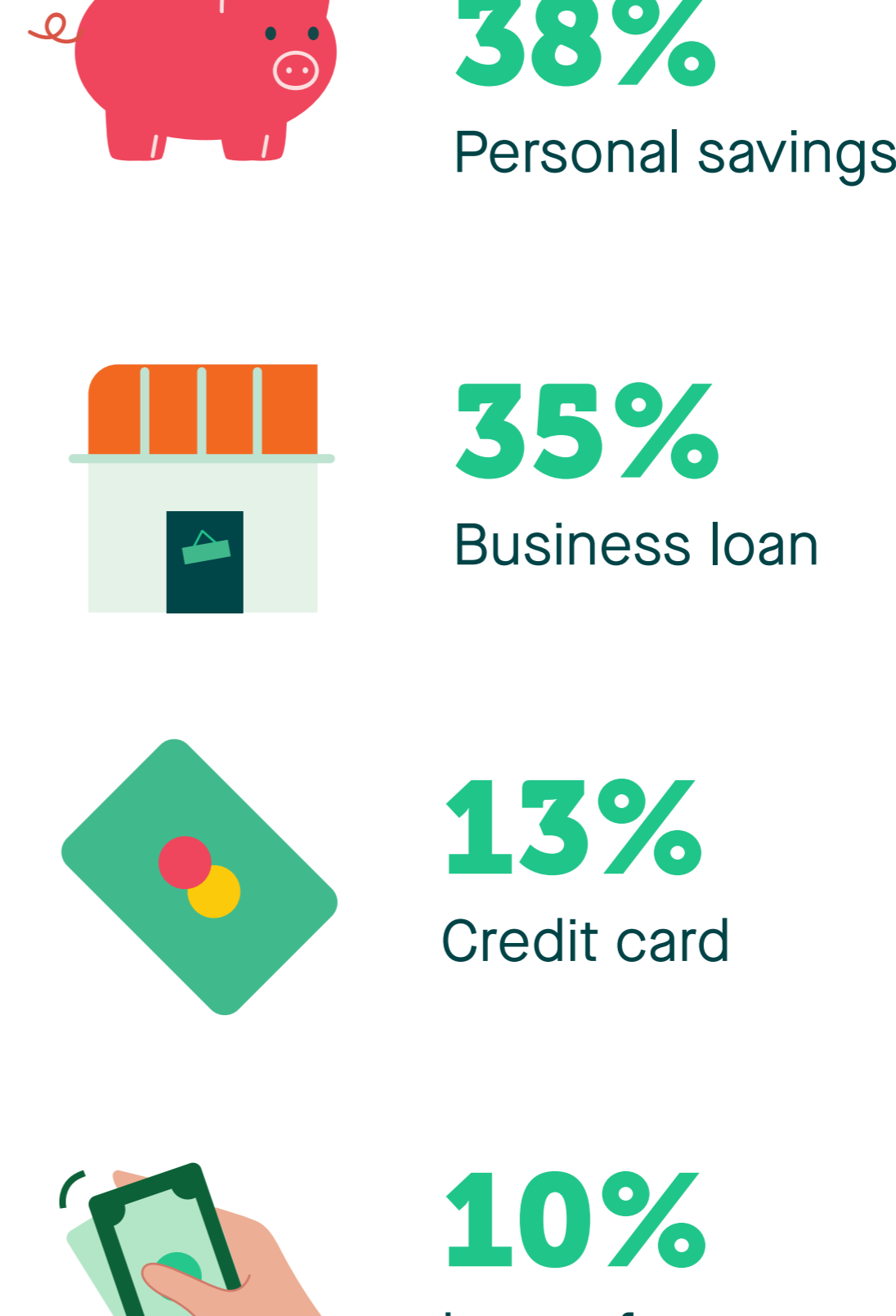
To do:

- Head to the [Prospa Blog](#) for small business insights and tips to share with your clients.

Achieving goals requires finance

44% of small businesses say they need more funds to achieve their business priorities... and **66%** of those who've been operating less than 2 years agree.

Possible funding sources:



To do:

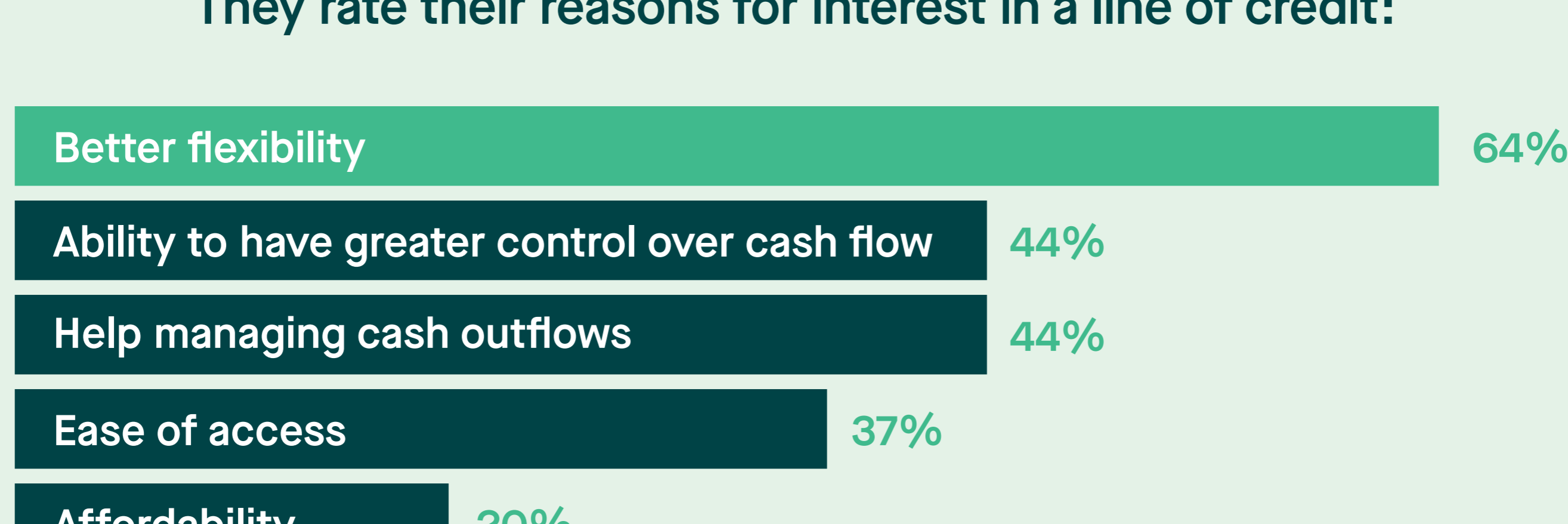
- Share this article on [3 things to consider before using your personal savings](#) for your business

Flexibility drives funding choices



Of those who require funding, **56%** say having on-going access to funds that can be used as often as they require, such as a line of credit product, would help with cash flow needs.

They rate their reasons for interest in a line of credit:



To do:

- Keep your clients informed of the flexibility, ease and cash flow control of a [line of credit](#)



Prospa's Business Line of Credit offers up to \$150,000 funding over a 24-month term, with the options to renew.

Borrowers can access funds up to their approved facility limit, anywhere, anytime to pay bills, staff and suppliers; make purchases; or schedule and set up recurring payments.

The application takes 10 minutes, decisions are fast and funding is possible in hours.

[Find out more](#)

This information is provided for general guidance only and does not constitute advice. You should consider whether the information is appropriate to your needs and, where appropriate, seek independent advice.

All data: One Picture Research. 'Understanding the priorities and financial needs of small businesses', February 2022. Eligibility and approval is subject to standard credit assessment and not all amounts, term lengths or rates will be available to all applicants. Fees, terms and conditions apply. Visit Small Business Loans | Prospa Business Loan | Prospa NZ - Prospa NZ Limited (NZBN 0429048731678) - FSP63891. This information is provided for general information only and does not take into account your personal situation. Nothing contained in this content constitutes advice or a recommendation of any kind by Prospa. You should consider whether the information is appropriate to your needs and, where appropriate, seek professional advice from financial, legal and taxation advisers.