

**TOUGH TIMES BUSINESS THOUGHTS FROM COMMUNITY BANK OF FLORIDA**

## How To Get A Loan In Tough Times

### Know Your Banker

Seek a banker who can give you advice that will help you survive and thrive in today's economy. Many times the value of advice exceeds the product. Find a banker who is experienced in your industry and/or expresses genuine interest. Develop and maintain a relationship before your business has challenges. Invite the banker to visit and learn about your business.

### Think Like A Banker

Understand what and why the banker needs certain information and documentation. Understand the risks of your industry. Share your plan to mitigate those risks with your banker. The trust between you and your banker will strengthen when the risks mutually agree with your mitigation plan. Integrity is the key ingredient for "Trust."

### Develop Ways To Repay The Loan

Bankers look for primary and secondary repayment sources. You should too, have at least two ways to repay the loan. Bankers don't want your collateral unless all else fails. Certainty of repayment will also influence your interest rate.

### Have A Solid Business Plan

Insure you have developed and are able to articulate three different scenarios, best case, most likely case, and worse case. Insure the banker's support through good and bad times with a mutual understanding of all three scenarios.

### Maintain/Present Good Financial Records

Financial decisions by the banker can only be made based upon records presented by you. Negative cash flows and negative earnings are seldom trumped by "trust."

### Ask Your Banker About Small Business Administration Loans

Your banker may be able to restructure your business debt if the SBA is willing to provide a guarantee. Your banker is a good source of information about financial resources available to you.

*Hoping you get at least one good idea from the above. We support your dreams.*

