



Why Did I Get Turned Down?



5



MASSIVE MISTAKES BUSINESS OWNERS ARE MAKING

**THAT IS POTENTIALLY COSTING THEM
MILLIONS OF DOLLARS
IN FUNDING**

BY ZAC SMITH



“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena...”

-Teddy Roosevelt

To my friends that are in the arena,

Keep Going. Don't Stop.

You started your business with a big idea and a dream to make it real. You've poured your heart, time, and money into it, working incredibly hard every single day.

Nobody said it would be easy, and nobody said that you would have to do it alone either.

But right now, if you're like many of the business owners I work with, there's one thing that keeps you up at night... money.

Worrying about getting the money you need to grow, to hire more people, buy new tools, and make your business even bigger. All because you don't have access to steady, reliable funding.

It can be tough. You've probably tried to get a loan, but it felt impossible. Banks have probably told you your business was "too risky", or maybe you've had to use all your own savings or credit cards just to keep things going. It makes you nervous that your dream might not make it. And it's terrible to hear things like, "You're always stressed about money," or "Your business is affecting our relationship".

I've been on the other end of those conversations. My name is Zac Smith, and my journey started by helping business owners find money. I saw that too many were "slipping through the cracks." Bankers often told me, "They're just not Bankable." That made me ask a new question: "How do we build a Business that IS Bankable?"

That's why I wrote this guide. I've spent years helping business owners like you fix this problem. We've seen how common, simple mistakes can cost you thousands, or even millions of dollars in available funding and set you back years.

This guide isn't just about getting a loan. It's about showing you how to make your business 'bankable'—meaning banks will see it as a strong and viable business.

Inside, I'm going to show you the “5 Massive Mistakes Business Owners Are Making” and share powerful, proven ways to fix them. You'll learn how to become 'bankable' much faster and easier than you think. I'll share insider secrets that can help you qualify for unsecured business funding in just a few months and save you a lot of money and time.

No more putting your own money or house at risk. This is your clear map to get the money you need and build the successful business you've always dreamed of owning.

What's in it for me if you become bankable?

Simple.

It makes my job easier 😊

And I feel good about helping.

What's in it for you?

It makes millions of dollars in funding available to your business.

Let's start making your business' money future better today.

Talk soon,

-Zac

A handwritten signature in cursive script that reads "Zac Smith".

Helping Business Owners

Win The Funding Game

5 Powerful Tips You Can Use Today to Potentially Access Millions of Dollars Even If You Have NO IDEA Where to Start...

Continue reading to discover:

- 5 simple actions to use now to become bankable– even if you don't know where to start.
- How to avoid the 5 most common mistakes made by Business Owners – making even 1 of these errors could cost you 7 figures and set you back YEARS!
- Five insider secrets that can help you qualify for unsecured Business Funding immediately– number 3 will completely blow your mind!
- The TRUTH about the Small Business Funding industry and why the deck is stacked against you.

By the time you've finished reading, you'll have all the information you need to kickstart your journey to owning a successful business by becoming bankable.

Let's get started!

First; forget everything you think money means for just a moment. Because for a Successful Business Owner, it's different.

Money is used as a *tool*, as *leverage*.

It is used to maximize your effectiveness.

Let me explain:

Imagine that you're constructing a new building for your business. You'll have to clear the land before you start to build. Sure, you could hire someone to move the dirt with their hands, but wouldn't it be smarter if they used a shovel and wheelbarrow? Let's be honest though, with as fast as you want it to be done, they had better bring out the dozer, backhoe, and dump truck! When? Today!

That's *leverage*, you're leveraging tools to move the most amount of dirt in the least amount of time. No matter which method you use, the same amount of dirt will eventually get moved, but with *leverage*, you can move a whole lot more, a whole lot faster.

Have you ever been turned down by your bank?

If you're like 80% of Business Owners, the answer is, yes.

Too many Business Owners slip through the cracks. But why?

I get to work with a lot of bankers, and I asked them the question, "Why is it so hard for a small business to get a loan?" I would get back a myriad of answers, credit, industry, etc. But eventually, in most of these conversations, the banker would throw up their hands and say, "*They're just not bankable...*"

"*Bankable? What does that even mean?*"

Let's look it up... The definition at its core means reliable and dependable.

Ok, I can accept that.

In Hollywood, they call a movie "bankable" if it's sure to bring a profit.

Reliable, dependable, and sure to bring a profit. Okay, I get that.

Does that mean, *we've been asking the wrong question?*

What if the question isn't "Why is it so hard for a small business to get a loan?"

What if the question is, "*How do we build a business that's bankable?*"

"How do we build a business that you can take to the bank?"

My big goal is to help you own a truly successful business.

Before we can get you there, there are obstacles to overcome. Not only do you have to hire the right people, deal with increasing prices, more intense competition, and take care of your customers – but you also must *not run out of capital*, which can be the most difficult challenge of all. This can leave you falling well short of the mark and stop you from ever owning a successful business. A business that you can one day sell or pass down to your family.

When you become bankable you can say goodbye to expensive short-term capital and hello to an affordable business loan. You will receive better terms with vendors, qualify for lower insurance premiums, and have smaller deposits for utilities.

This will give you the freedom to sell your business for what it's worth!

Fortunately, though, becoming bankable doesn't have to be as challenging as you think. Far from it, in fact. Simply by implementing the right tried-and-tested techniques, you can own a successful business without experiencing any of the common frustrations.

How would we know?

At LendingWISE, llc we're experts at helping Business Owners like you become bankable in just a few months. Over the past few years, we've helped 100's of clients finally find affordable working capital without the years of hard work, trials, and errors that most people have to suffer through.

I've written this eBook to share some of the powerful industry secrets we've accumulated during our time in the Business Funding space. The information you're about to read will help you get funded while making sure you avoid being rejected by several lenders.

5 Simple Actions to Help You Become Bankable

At this time in history, owning a successful business might seem like a far-off dream. But, by implementing the right strategies, you can get there far sooner than you think. I've outlined five simple actions you can use to become bankable. Businesses become **bankable** when they're considered **low-risk**. These businesses are considered low-risk because they're **more likely to be successful**.

Bankable = Successful Business

With these 5 simple actions, you'll have the confidence to drive to any bank with the knowledge that you'll be approved. Without taking these actions, you'll be turned down in the parking lot before you even get out of your car.

Let's be honest... you're not driving to a bank. You're probably using your phone. Actually, you're probably on your phone right now! So, before you even fill out an application, let's take action.

#1 Personal Credit is IMPORTANT

If you're serious about becoming bankable one of the first actions that you absolutely must take is to improve your personal credit.

I know what you're probably thinking, we hear it all the time... "Why do I have to have good credit when I'm applying for a business loan?"

The cold hard truth is that your personal credit is a historical document of how well you manage debt. End of story. Past success doesn't always ensure future success. However, past troubles almost always will ensure future trouble. Clean it up, be patient. Follow the process and the results will come.

For you to apply for a top tier loan your credit must be at least 650 FICO. 680 opens more options for you and over 720 is the goal.

How do we get there?

1. **Pay off any collections that you have.** But first, make sure that you contact the original creditor. If an account has been sold to multiple collection companies, find out which one currently owns the debt. Then make sure to receive written confirmation that the debt has been paid.
2. **Keep your balances low.** How low? Below 35% of your available credit. Meaning if you have a credit line with a \$10,000 limit, keep your balance under \$3500.
3. **Avoid excessive inquiries.** The whole reason you're reading this is so you don't have to shotgun your application everywhere. We've all had this happen to us. Someone runs your credit at 10 different Credit Unions and Banks to find you the "best rate". Once you're bankable, you will be confident when applying for the credit you need. (Soft pulls are okay.)
4. **Make your payments early.** On-time is good but early is better. This will help your balances show low at the time of reporting. You will also get the title of "aggressive payer" – lenders like that!
5. **Dispute all wrong information.** This can include derogatory items, misspellings of your name, wrong social, etc.

Personal Credit is important!

You can get free reports here at: www.annualcreditreport.com

-or- for active monitoring [MyScoreIQ](#)

#2 Keep Business & Personal Separate – Don't Co-Mingle

As well as having good Personal Credit, you also need to keep personal and business finances separate. If you're ever going to own a successful business and become bankable, this is critical. This is powerful because it will help you succeed in a MUCH shorter timeframe.

When I say co-mingle, I mean, pretend that you're chaperoning a Middle School Dance. Everything's going well until that first slow song comes on that everyone knows. While the wallflowers start to get pulled to the dance floor, you look across the room and you see a boy and a girl dancing too close for comfort. As a chaperone, your next step would be to go and point out that they need to have a *bit more* separation between them. This is co-mingling, and you need to chaperone your business and personal finances like you would that middle school dance by keeping them clearly separated.

Let's start by opening a Business Checking Account with your EIN number and managing your daily account balances, NSF's, ending statement balance, and so forth. Lenders like to know that when it comes time to pull your payment, your payment will be there.



Did you know, there is technology out now that can underwrite a business loan using only bank statements? Wild right? It does not take into consideration your other financials and predicts with 80% accuracy of a traditional underwriter.

So, don't let me see Chick-fil-A on your statements every day unless you are legitimately meeting clients for lunch.

#3 Keep Good Records

“Do you have an up-to-date **Profit & Loss** and **Balance Sheet**?”

The answer to this one question will tell a lender all they need to know about your business. Either you're ready... or you're not. This question is your entry fee into becoming bankable. This is the tale of the tape, the financial health report card of your business. How are you going to measure up?

Too few Business Owners don't do this when it comes to applying for a loan. Sadly, the consequences can be disastrous and prevent them from ever reaching their goals. It's never great to hear, “I just give all of my receipts to my accountant at the end of the year.” *Are you really keeping good records?*

Without these documents, you won't be able to get a top tier loan because there's no way of knowing how your business is actually performing. And you'll never be able to sell your business for what it's truly worth. At most, you'll be able to sell a couple pieces of equipment for half of what you bought them for.

Bookkeeping programs to get started with are Quickbooks, Wave, Xero, Freshbooks, Patriot and any other bookkeeping software that you choose. Once you select a program, link it with the business bank account you set up. It will then be able to import it directly into your accounting software and classify all your income and spending.

If you want to try and do it yourself, (like we all try to at first), make sure that you have someone to teach you how to use the software. It will save you hours by learning something as simple as auto-classifying expenses.

Don't skip this step.

#4 Build Business Credit

Building business credit is another straightforward strategy you can use to become bankable.

There are 3 Main Credit Bureaus when it comes to building business credit. Experian Business, Equifax for Business, and Duns & Bradstreet. If you don't have an EIN or DUNS number, start there. These are the numbers that all of your Business Credit is going to be reported to. Starting a business is like being 18 with no credit. No credit history is just like bad history or sometimes it's worse. An underwriter at least knows what they're getting into with a poor credit history, but with no history, you have no idea. It's the devil you know vs. the devil you don't quandy.

Experian Business will mostly report on actual tradelines. Grainger, Webstaurant, 84 Lumber, credit cards, and business loans. This is similar to how personal credit is reported.

Equifax Business is built on a system that has been in business credit reporting for a very long time. They used to be called the "Small Business Exchange" and only gathered credit information from member banks. While they have now branched out from banks alone, their major reporters are still banks. That means, anything your bank knows, Equifax knows. Keep those balances up!!

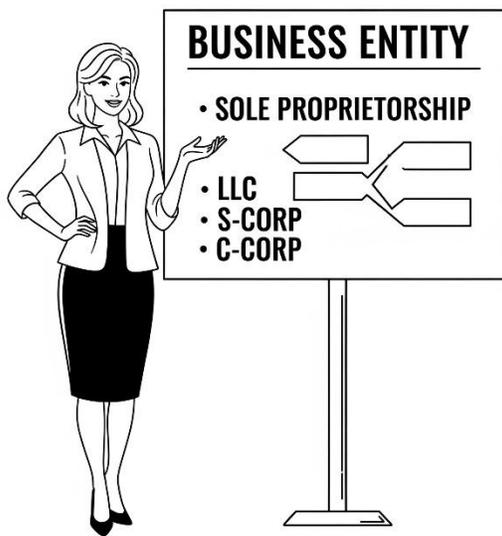
Dun & Bradstreet is the oldest player in the game. D&B reporters are primarily vendor credit lines. These are the businesses that extend credit to other businesses on terms. How would you like your vendors to give you Net30 terms? This option is only available to bankable businesses.

Have you heard of an SBA-backed loan? The SBA has a proprietary etran score or SBSS. They don't give away what factors go into this number, but we know it is a mix of personal credit and business credit. That's why you must have both dialed in to get approved for the best loans.

#5 Form a Business Entity

Many business owners miss this, especially ones who started as a side hustle or started small. They begin as a Sole Proprietor and work their way into a brick-and-mortar, start hiring employees and before you know it, they're a full-fledged business. Sort of. You're operating as one, but you're not set up as one. At least not in the eyes of any underwriter. Time to become a business entity.

We talk a lot about loans in this guide, but you'll find underwriters and credit managers work at most of your every day services. Utilities, Insurance, Vendors, etc. **The more bankable you are, the more you will save with everyone you do business with.** Stop paying a higher fee on everything because your paperwork isn't right.



If your business entity is still a Sole Proprietorship, then you are going to have a much harder time becoming bankable. At the very least you need to get yourself an EIN and a Business Credit Card. You don't want to look like a small home-based business. They're just too risky and look more like a hobby than a business.

Which entity is best for you?

This comes down to your tax planning and can vary state to state.

Something to consider is that if you start as an LLC, you can always move into a corporate structure as you grow.

The 5 Common Mistakes Made by Business Owners and How You Can Easily Avoid Them

Sadly, when it comes to running a successful business too many operators make simple mistakes that cost them dearly. If you're not careful, you could follow in their footsteps and end up falling well short of your goal.

But don't worry – we're here to help.

Let's look at a list of the 5 most common mistakes made by Business Owners – as well as easy-to-follow tips on how to avoid them.

#1 Not Showing a Profit

Far and away the most common mistake Business Owners make is not showing a profit on your tax return or P&L. We see it all too often. I've honestly lost count of how many people we've come across who have made this error.

I'm not a tax guy, nor do I ever want to be one. However, it is important to have a good one in your corner. Someone you can have real conversations with about planning for the future. There are times in your business growth story when writing off everything is the play. However, if you want to get a loan or sell your business you had better show that it can make a profit. Showing a profit is what pays the bills and gets you top dollar. What does your profit tell you?

When it comes time to sell, you want your profit to be at its absolute max! If your business has a value of five million dollars or less, then the valuation of your business will most likely be based on your Seller's Discretionary Earnings (SDE).

SDE is calculated by adding the salary, payroll taxes, health benefits, retirement benefits, and financial perks that you, the Owner of the business, were able to provide for yourself.

This gives the potential buyer a good idea of how much income they can expect when they buy your business.

Nothing is harder to see than a business that has been open for over a decade, featured on TV shows, has written books, and has a great reputation. Yet hasn't shown a profit in the last 5 years. All of that work down the drain because they can't get a loan or sell the business for what it's worth.

A Successful Business is profitable and can show it.

#2 Operating your Business from a Home or Cell Number

Not having a business phone number is another common mistake and is right up there with not showing profit in terms of the amount of money it costs business owners. It's such an easy mistake to avoid, but it happens WAY more often than it should.

In most cases, you're going to have a phone for a Brick & Mortar business for call-in orders and so forth. A mistake Business Owners make is not listing this number properly and not using it on applications for vendors, insurance, leases, or loans.

This also comes back to co-mingling. You want to create as much separation between you and your business as possible. What if you're a caterer or food truck owner? For your own sanity, wouldn't it be nice to have a phone number that you could turn off when you're away from work?

There are several Voice Over IP (VOIP) services, Twilio, phone.com, ring central, etc. that you can choose from to set up a Business-only line.

Make sure you have a real phone number that is designated for business.

I hope that you're starting to see a pattern here.

Your business needs to be completely separate from the people that own it.

A Business has limitless borrowing potential based on it's revenue/profit, while an individual will be always be capped.



#3 Not Having a Detailed Use of Funds

This mistake might not be as common as the first two we've outlined – but that doesn't make it any less harmful. In fact, *it could be the costliest out of all five* – an error that could see you throw away thousands of dollars and leave you further away from achieving your goal than when you first started.

As a business owner that wants to leverage business debt to grow your company, you need to understand how that debt is going to work and how it is going to pay you. *Yes, your debt needs to pay you*, not the other way around.

You should only borrow money to *buy or build an asset*. An asset is something that makes you money. Whatever that asset is, it needs to be able to pay for itself and turn a profit for you. When I say pay for itself, that needs to include all ancillary costs as well.

For example, let's say you own a restaurant. You buy new a cooktop that cooks better, hotter, faster and will allow you to drop your ticket times by 20%. The cost of the cooktop might be \$500/mo. But you still need someone cooking and keeping up with all of the plates that you're slinging out. Which means you want to add their salary into the equation also.

Or you're a construction company that buys a bigger, badder dozer that can push 10x the dirt in half the time. Get it?

In short, if you're going to borrow \$100,000, you need to give every one of those dollars a job. You are hiring the dollars to go to work for you. You wouldn't pay someone to sit on their phone and watch everyone else work, would you? A lost day of productivity for a business employee can be a couple of hundred dollars. Lost productivity on a loan with compound interest can equate to an exponential amount of dollars lost.

The more specific you can get the better. Send me a note if you want a copy of my Use of Funds worksheet.

Not having a clear Use of Funds is like going to the grocery store and saying, "I need food." Well in that case, any old box of doughnuts or cookies will do... Or do you want healthy food, food for party, how much do you want? See the difference? Clarity wins. Go to the store with a list.

Go to your lender with a Use of Funds.

#4 Customer Concerns (Yes, those Yelpers cost you)

While not as costly as not detailing your Use of Funds, this one can still have serious consequences. If your online reputation is poor, so are the chances of your business becoming bankable and getting a loan. If you don't have good customer rapport, that can signal problems in your business, your service, or other concerns. No customers = No revenue.

The best thing to do is to get as many good reviews as possible. People with bad experiences are much more likely to give you a review than those with good experiences. When I find you a loan, you can bet that I'm going to ask you for a 5 Star review!

What if you get a bad review?

Make sure to handle every Google Review and Yelp Review with humility and care. What you say is just as important as how you say it. Make sure you reply to all reviews, and do what you can to remedy the problem if there is one.

Things to keep in mind when responding to negative reviews:

- Don't take it personally.
- Make sure to respond and respond quickly.
- Don't ignore it.
- Address the reviewer by name.
- Don't pick a fight.
- Apologize for what went wrong.
- Make it right if you can.



You got this. Run straight toward the barking dog, not away from it.

#5 Borrower Experience

Not borrowing money in the past makes it hard to borrow money today or in the future. This can be very costly for a Business Owner. It will hurt the chances of your business becoming successful because you don't have any history and your inexperience slows down the process.

Naturally, when we do something the first time, we're going to be skeptical. We need to make sure we understand the process and what we're getting ourselves into. We take our time.

On the other hand, an underwriter who does this day in and day out needs to move fast! They have a stack of businesses that they're working with and the ones that are the easiest for them will get prioritized. Either we keep up or get left behind, it's just human nature.

Business owners who don't have all of their ducks in a row will always get pushed to the bottom of the pile. This doesn't happen for any other reason than the lender you're working with has a lot on their plate and they need to keep other deals moving too. They can find themselves in the weeds just like you. The most responsive and motivated borrower will always be the first to finish.

The other part of this is that inexperienced borrowers have wild expectations. Consumer lending is much different than commercial lending.

Not having borrowing experience will draw out the time it takes to get to funding.

So, let's get started.



3 Insider Secrets

Which Can Help You Get Funded NOW!

At LendingWISE, we've got our fingers on the pulse of the Business Funding Industry, and we've picked up a secret or two during our time. Here are just a few gems that you can use to get funded for a top tier loan, or even an Unsecured Line of Credit you can draw on whenever you need it. It's possible to have this in as little as a few days after our first conversation.

#1 Lender Applications are Mostly Automated

This is something we've learned to navigate after several years in the industry – but it's far from common knowledge, even among other people in the Business Funding Space.

There are hidden lender compliance items that a computer will check for before your file is ever touched by a human. You can do all the work we talked about in this guide, **but if your application isn't filled out correctly, a robot will deny you before a human ever lays eyes on it.**

The problem with everything becoming automated is that common sense or what we would expect someone to recognize won't be seen. It is first read by a robot and that robot is trained to be very black and white. It takes all of the human touch out of the transaction, it doesn't care about your story or your humanness. It cares if you check a box or not.

The robot comes with good intentions of not wasting your time and not wasting the lender's time, but it can be costly. If you don't know what information the robots are looking for, it will cost you a lot of money and time. You could miss a great offer, or not get approved at all.

For example: I corrected an address on application that led to getting a \$100,000 line of credit approved from a lender that originally declined our file.

I get my clients better approvals, because I know what the banks are looking for.

Bonus Tip: Take a NAP – Name Address Phone Number. Use a service like YEXT to make sure that your NAP is consistent on the internet. This prevents red flags on your application.

#2 Lenders Are Picky

A lot of people know about this one – but they don't know how to navigate it when it comes to getting approved for a loan.

Now, let's dig a little deeper into why those "no's" happen, even for great businesses. It's not just about the robots checking boxes. It's almost as if lenders have secret preferences, isn't it?

Like they have a limited amount of space for different types of businesses. Imagine it this way, a lender has many different containers on a shelf. One container is for loans to restaurants, another for building companies, and another for doctors' offices. Lenders have unspoken rules about how much money they're willing to put into each container. They don't want to fill up just one. This quiet preference is what we call "lender appetite." It means they only have a certain "hunger" or desire for certain types of loans at any given time.

Why is this important for *your* business? Well, lenders need to keep their own money safe. If they put too much into just one type of business, and that type of business suddenly faces tough times, the lender's own money could be in danger. It's like putting all your eggs in one basket, it's just not wise. They also need to keep their own business balanced and strong, and lending too much to one area can make their own financial health look risky.

Lenders also look very closely at how your business' money changes over time. They prefer things to be steady and predictable. If your sales jump way up one month and then crash the next, or your costs are all over the place, what message does that send about how stable your business is? And here's a surprising one, growing super fast, while exciting for you, can actually make a lender pause. They're looking for steady, strong growth they can trust, not sudden leaps that might be hard to maintain.

So, when a lender says "no," it's not always a judgment on *your* business' potential. Sometimes, it simply means their "container" for businesses like yours is full. Or, your growth story, while amazing to you, might look unpredictable to them. What if you knew exactly which lenders had an appetite for your business *right now*? And what if you could tell your business' unique story, especially its growth, in a way that truly made lenders feel confident, not cautious? How much time, frustration, and money could that save *you*? We know which lenders want to do business with you.

#3 You Have To Know How To Use Money

This is something Business Owners always shake their head at when we tell them about it. Once we do though, their surprise quickly turns to delight as they realize how much time and money, we can give them.

When you're first starting out, expensive, short-term advances or debt are usually the only things that you can get approved for. Is it good, is it bad, who's to say? Most of the time you won't know for sure until after the fact if it was a good decision. We either win or we learn. And money, being like any other tool, it's not the tool itself, it's how you use it that makes it effective or not.

Most owners take a short-term product and try to use it like a car loan. Which means buying a long-term asset and paying it over time. Then when it doesn't work because they're using it wrong, they take another one to try to cover up the first mistake. However, the 2nd loan is usually less money, more expensive, shorter term and the payments are higher. Then, they take out a 3rd, 4th, 5th, and even a 6th. This absolutely destroys your cash flow if you don't continue to grow your monthly revenue by leaps and bounds. It also shows that you have a propensity to take out these types of loans or advances which may prevent you from being becoming bankable.

I've seen someone use a \$1,000,000 line of credit to purchase property. That's tough to get out of. A line of credit is made to revolve. (We can have a longer chat on that.)

Again, debt is just a tool in the tool belt. The purpose of working capital is to make up for short-term cash flow gaps until the business can become profitable. A line of credit is most common. The idea is to use what you need to cover payroll this week and then pay it off next week when you have a planned busy weekend or event.

Back to the beginning though, we need to harness short-term debt if we're going to use it. We need to make sure it does its job and pays for itself.

The TRUTH About Business and Why Most Owner's Will Never Be Successful

Have you ever tried to do something difficult without help? It could be something as simple as trying to move a heavy piece of furniture – like a desk – all by yourself. You probably knew in the back of your mind that it was better to ask a friend or family member for help – but you became impatient and tried to see if you could do it yourself.

Sadly, shortly after trying, it became clear that you just couldn't do it. The desk was WAY too heavy. Not only did you knock over the nearby lamp, but you've now got a stabbing pain in your lower back... and the desk is still stuck right where it was.

If only you'd asked for help...

The truth is, getting the best loan for your business is a lot like that. It can be very difficult – or even impossible – to achieve without any assistance.

Of course, there is one huge difference. Running a successful business isn't as simple as moving a piece of furniture. There is a LOT more to it than that, and the consequences could be far more costly than hurting your lower back or putting a scratch on the wall.

Not only could you cost yourself a lot of money, but you could also set yourself back years on your journey. You could end up further away from achieving your dream of owning a valuable business than you are right now.

Sadly, this is something that happens all too often to Business Owners. Instead of seeking expert help, they try to go it alone and fall short.

That's why it's imperative that you ask for expert advice to achieve your goals. And in the Small Business Loan Business, there's no one better than us at LendingWISE. We have several years of experience in finding loans for businesses – during which time we've helped over 1000s of owners get funded.

We can help you avoid the common pitfalls, steer clear of costly mistakes, and become bankable in the shortest amount of time possible. Why would you risk putting your business into foreclosure when you can use our proven systems to be successful at getting what you want? At the end of the day, we aren't going to run your business. But we can help you find the best loan. To find out how we can help, get in touch with us below for a quick call.

It All Starts With a Conversation

Thank you for taking the time to read this eBook – I truly hope that you've found the information helpful and can use what you've learned to run a successful business.

If you're truly serious about becoming bankable, and finding the loan partner for your business, then we have excellent news. Our first conversation is always complimentary and service to the small business community.

Our first call usually takes 20-30 minutes. We will discuss your current situation, what you're looking to achieve, any challenges that you've had in the past and how we can help you get the money you need using our proven system.

We'll also cover a stack of valuable information together, including...

- How you can become bankable in a surprisingly short amount of time
- What you should never do when you're applying for a Business Loan
- How to avoid all the most common mistakes that Business Owners make that sabotage their success.
- We'll give you a free Visibility Report and Custom Funding Plan built just for your business.

There's no cost or obligation to move forward with our service afterward if you feel like it's not for you. It's simply a courtesy call that is designed to educate and provide value to you in advance.

To schedule your call or find out more information about what we do, all you have to do is click the link below.

[Schedule Call Here](#)

Thank you for reading,

Zac Smith

About Zac Smith & LendingWISE

After learning how difficult it is for small businesses to get funding, I started digging into the world of business loans. I found that when a business owner goes to the bank or credit union where they have their deposit accounts to apply for a loan, they are turned down 80% of the time. Once they're turned down, it takes an average of 26 hours to apply at just three other banks. And, if another bank approves them, they want their deposits, merchant services, and to own the whole banking relationship. That can be a very expensive loan!

Enter the world of being a business loan broker. Why have access to one bank when you can access several funding sources? I use a broker for business and personal insurance; I use a broker to find the best mortgage loan; I worked with brokers throughout my career who help manufacturers distribute their product. Why not be a broker to help business owners find the best loan options?

In 2020, I was working with restaurant owners and saw how hard it was for them to get help from their banks with PPP. I still remember the day that one of the eight business owners I talked to actually had a banker who helped them get their PPP loan. Otherwise, they were just too small a business, and they were getting passed by.

Well, frankly, that made me mad. That's the day I decided I was going to do it. That's the day I was called to help small business owners find funding. During the pandemic and after, I survived all the rounds of layoffs because the calling was too great.

In a turn of fate, I found a partner with decades of banking experience, and we opened the business together. Yes, we opened a business loan company in Knoxville, TN, with no direct industry experience, no connections, and at a time when the government was literally handing money out for free. Not the best timing, to say the least.

Since then, we have helped several businesses secure multiple loans in real estate, equipment, and working capital.

This guide was written as a result of the conversations I've had with business owners over the past five years. These are the biggest mistakes that are holding people back from getting the loan they're seeking.

The secret hack I've had to learn alongside my clients is that it takes a team. The W in WISE is our first core value: "We Win as a Team." That has been more of a prophecy.

In a small business, you have to learn to outsource, hire, fire, and depend on people to help you. It's hard.

This is already getting longer than I anticipated, and if you're still here and you're still reading, I would love your feedback. I want this guide to be truly valuable.

If you have a question that wasn't answered, please text me at 865-424-2647 or email me at zac.smith@teamlendingwise.com. I want this to be of real value for you and help you get real results.

Be Great Today!!

-Zac