



A Fresh New Approach to Solving Cash Flow Problems



Scott Blair, President of Heartland Wisconsin Corp.

Some construction companies, in this dilemma, go to their bank for a business loan to pull them through the tough times. But this usually means a long approval process and lots of paperwork. And what if your bank turns you down or you need the money within days instead of weeks?

“A crane equity loan is a fresh new alternative available to construction companies. Crane equity refinancing is a fairly new concept and many contractors are unaware that they have access to this simple lending solution,” says Heartland Wisconsin Corp. President, Scott Blair.

Crane equity loans can be obtained quickly and easily. The entire process takes only a few days and involves filling out a simple form.

“Some of our customers call us when they have cash flow issues,” says Blair. “These guys are amazed that when their balance sheet shows they are losing

money hand over fist, someone is still going to FedEx them a check for \$150,000 or more with just a simple form and a phone call.”

Have you ever had cash flow problems? Most construction companies have at some point in their existence. It's that feast or famine financial roller coaster ride of being a business owner in the construction industry.

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One company that took advantage of a crane equity loan is Gene Rogers Construction Co., Inc., located in Dalton, Georgia. “We pulled \$50,000 out of our four-year-old crane,” said Ross Rogers, President of Gene Rogers Construction Co., Inc. Rogers used the crane equity loan from Heartland Wisconsin Corp. to purchase a Dresser TD20

bulldozer. “Sure, some of the local banks might have financed this, but then you get into a lot of paperwork,” Rogers said.

The difference between traditional lending institutions and companies like Heartland Wisconsin Corp. is their vastly different business models. While traditional lending companies base their credit decisions on a company's cash flow and balance sheet, crane

refinancing companies base their decisions on the value of the equipment.

So, whether you are a construction company that needs fast cash to meet monthly expenses or to purchase additional equipment, a crane equity loan may be the quick, easy and painless solution to solving your cash flow problems.

*By Polly Fronberry, Visionary Impressions, LLC
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