

In this issue...

Ten ways to improve cash flow

Cash flow checklist

Repo Corner - Equipment for sale

Brain Teaser

Monthly Funny

Winter/Spring 07 | Issue 1

Your Booming Business

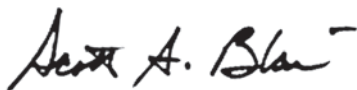
Welcome to our first issue of Your Booming Business, a quarterly newsletter that provides hands-on information and tips to construction companies to help them with their everyday challenges.

This first issue deals with some of the cash flow challenges that all construction companies face and even provides a handy check list that can help you take action and see improvements right away.

Heartland Wisconsin Corp. is a finance company that specializes in crane equity loans. Our job is to help construction company owners and managers get the cash they need as quickly and easily as possible when facing the inevitable cash flow crunch.

Thank you for your past and/or future business.

Sincerely,



Scott Blair



 **Heartland Wisconsin** corp.
Equipment Financing

"Where You're Approved"

445 West Oklahoma Avenue Milwaukee, WI 53207 Fax: 414.747.7283 Email: scott@heartlandloans.net

A division of Heartland Wisconsin Corp. Financial Services . . . a different kind of lender.

Did you know that more businesses fail for lack of cash than for want of profit?

All companies experience a cash-flow crunch at some point. Here are some simple things you can do to help alleviate your cash flow challenges.

10 ways to improve cash flow:

- 1. Ask for all or a portion of payment up front:** There are many products and services that you pay for on delivery or in advance. So why give your customers months to pay up? Asking for at least a deposit up front is a great way to jump-start your cash flow. And if you establish the policy fairly and properly, it shouldn't alienate good customers.
- 2. Sign up for a merchant account:** If you already have a merchant account, encourage customers to use this option more often. Sure, you pay a fee. But for speedier cash flow, credit cards can't be beat.
- 3. Pay bills only when you have to:** That doesn't mean you should be late; only that you needn't be early. For bills due net 30, for example, why pay at day 12? Paying right at the deadline keeps vendors happy, but will help your own cash flow crunch.
- 4. Manage receivables more closely:** Create a detailed "aging" schedule of what you are owed, by whom and for how long. Call overdue accounts quickly, focusing first on the largest amounts due. Ask if there is anything you can do to expedite payment.
- 5. Create a cash-in/cash-out budget:** Note specific due dates for payables as well as receivables. Although the balance between the two won't always be predictable, the budget can give you a fairly accurate picture of where your business stands.
- 6. Revamp your invoice:** A messy, unclear or inaccurate invoice is far less likely to be paid. Make sure that what you send out reflects care and attention to detail - just as you would in providing your product or service.
- 7. Offer a discount for overdue receivables:** This can bring some quick cash in the door, but play this card only after you've called the customer to ask for full payment. Set a short deadline and make it a sweet enough deal (10-20%) for them to respond.
- 8. Accelerate your invoicing:** If you invoice customers, do it quickly. More and more small businesses are sending invoices as PDF files via email. This can save days of postal delays. Ask customers if they will accept invoices this way.
- 9. Cut expenses:** Accelerating positive cash flow is great for your business, but slowing the negative cash flow has the same effect.
- 10. Get fast cash with a crane equity loan:** This is a simple way to get fast cash to cover monthly expenses or purchase additional equipment. For more information go to heartlandloans.net.

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Here is a handy checklist for you to complete to see which measures you could possibly take to improve your cash flow now!

Possible Measures	Assess Benefits	Do Now	Possible Measures	Assess Benefits	Do Now
1. Sales Related:			5. Inventory:		
Increase sales	<input type="checkbox"/>	<input type="checkbox"/>	Reduce inventory (stock) levels and improve control over WIP	<input type="checkbox"/>	<input type="checkbox"/>
Increase prices especially to slow payers	<input type="checkbox"/>	<input type="checkbox"/>	Sell off or return obsolete/excess inventory	<input type="checkbox"/>	<input type="checkbox"/>
Review the payment performances of customers with sales force	<input type="checkbox"/>	<input type="checkbox"/>	6. Investment:		
Be more selective when granting credit	<input type="checkbox"/>	<input type="checkbox"/>	Sell off surplus assets or make them productive	<input type="checkbox"/>	<input type="checkbox"/>
Seek deposits or multiple stage payments	<input type="checkbox"/>	<input type="checkbox"/>	Use productive assets as collateral to purchase additional equipment	<input type="checkbox"/>	<input type="checkbox"/>
Reduce the amount/time of credit given to customers	<input type="checkbox"/>	<input type="checkbox"/>	Use leasing/financing to gain access to the use of productive equipment	<input type="checkbox"/>	<input type="checkbox"/>
2. Costs & Systems:			Defer projects which cannot achieve acceptable cash paybacks	<input type="checkbox"/>	<input type="checkbox"/>
Reduce direct and indirect costs and overhead expenses	<input type="checkbox"/>	<input type="checkbox"/>	7. Financing:		
Use the 80/20 rule to manage inventories, receivables and payables	<input type="checkbox"/>	<input type="checkbox"/>	Use factoring or discounting to accelerate receipts from sales	<input type="checkbox"/>	<input type="checkbox"/>
Improve systems for billing and collection.	<input type="checkbox"/>	<input type="checkbox"/>	Re-negotiate bank facilities to reduce charges	<input type="checkbox"/>	<input type="checkbox"/>
3. Credit Management:			Seek to extend debt repayment periods	<input type="checkbox"/>	<input type="checkbox"/>
Bill as soon as work has been done or order fulfilled	<input type="checkbox"/>	<input type="checkbox"/>	Net off or consolidate bank balances	<input type="checkbox"/>	<input type="checkbox"/>
Generate regular reports on receivable ratios and aging	<input type="checkbox"/>	<input type="checkbox"/>	Defer dividend payments	<input type="checkbox"/>	<input type="checkbox"/>
Establish and adhere to sound credit practices	<input type="checkbox"/>	<input type="checkbox"/>	Raise additional equity	<input type="checkbox"/>	<input type="checkbox"/>
Use more pro-active collection techniques-train staff	<input type="checkbox"/>	<input type="checkbox"/>	Convert debt into equity	<input type="checkbox"/>	<input type="checkbox"/>
Add late payment charges or fees where possible.	<input type="checkbox"/>	<input type="checkbox"/>	Make cash flow forecasts regularly	<input type="checkbox"/>	<input type="checkbox"/>
4. Purchasing:					
Improve systems for paying suppliers	<input type="checkbox"/>	<input type="checkbox"/>			
Increase the credit taken from suppliers	<input type="checkbox"/>	<input type="checkbox"/>			
Negotiate extended credit from suppliers	<input type="checkbox"/>	<input type="checkbox"/>			
Use barter to acquire goods and services	<input type="checkbox"/>	<input type="checkbox"/>			
Make prompt payments only when worthwhile discounts apply	<input type="checkbox"/>	<input type="checkbox"/>			





≡2006 STERLING LT 9500≡
READY TO WORK!

TRUCK: 18,000 miles, MBE 410 hp engine, Allison 4500 auto transmission, 72,000 lb. GVW, aluminum wheels, 210 wheel base, 100 gallon fuel tank, 425/65R225 fronts, 11R24.5 rears, 22,500 lb. pusher axle, 18.4 cubic yard dump w/ air tailgate, electric tarp w/ mesh cover

INVESTMENT: \$10,000 down, only \$2,395 per month for 60 months, oac



≡VOLVO DAY CAB≡
NO MONEY DOWN

TRUCK: 1997, WCA64T, 283 miles, Cummins M11-370 HP, air ride suspension, 10 speed transmission, 12,000 lb. front axle, 40,000 lb. rear axle, 11R225 tires, fresh DOT inspection

INVESTMENT: 24 easy payments of only \$895!!!! oac



≡LEASE CANCELLATION≡
NEW PETE 25 TON
1 available!

TRUCK: New Peterbilt 330, 60,000 #GVW, Cummins ISC 315 hp, 10 speed transmission, aluminum front wheels, air conditioning, full warranty

EQUIPMENT: New Terex 25 ton, 92' boom (102' tip height), 44' jib to 146' tip height, 21' flat bed, full warranty

INVESTMENT: \$25,000 down, only \$2,795 per month for 72 months, oac

Single page credit application now available online!

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Milwaukee, WI 53207 Fax: 414.747.7283

For more information, visit our website:

heartlandloans.net

Call us today at 414.747.7256 for immediate assistance!

"BRAIN TEASER"

A carpenter was in a terrible hurry. He had to work as quickly as possible to cut a very heavy 10 foot plank into 10 equal sections. If it takes 1 minute per cut, how long will it take him to get the 10 equal pieces?

Answer: 9 minutes. It only takes 9 cuts to get 10 equal sections.

MONTHLY FUNNY

