

FEATURED CUSTOMER

Creative + design agencies

INDUSTRY

Creative + design agencies

BUSINESS

Marketing

TURNOVER

£1.1m

LIMIT

£75k

THE STORY

This full service agency provides a wide range of services ranging from PR and advertising through to web design and SEO.

One of the contracts that they're working on at the moment involves producing direct mail for retirement homes. They invoice their client on the 28th of each month but don't receive payment until 30 days later. This creates a gap in their cash flow because they need to pay Royal Mail for delivering the marketing material within 7 days.

They already have an overdraft with Barclays so contacted their Relationship Manager to talk about increasing their limit. Understanding that long payment terms were the main cause of their cash flow pressure, he went on to suggest invoice finance from MarketFinance.

Within a week the business had been set up with a selective facility they can use to flexibly finance invoices for this particular client.

**GOT QUESTIONS?
WE'RE HERE TO HELP!**

EMAIL barclayspartner@marketfinance.com

CALL 020 3699 5022