



# How we work with **ACCOUNTANTS** to the benefit of their clients



From sourcing new funding to benchmarking existing facilities, we can help your clients to optimise their funding and focus on growth



# Introduction

**As an accountant, you will understand how important a healthy cash flow is to the success of your clients.**

You will also appreciate the range of pressures that continue to be placed on cash flow, with late payment and a rapidly evolving commercial finance market in particular making life challenging for even the savviest of businesses.

At Hilton-Baird Financial Solutions, we work with accountants to help their clients access the funding that best supports their cash flow. By using our knowledge and independence to introduce the most suitable solutions and lenders, your clients can look forward confident they have the right facility behind them.

## Who are Hilton-Baird?

**Belonging to the Hilton-Baird Group of companies, Hilton-Baird Financial Solutions is an independent and experienced commercial finance broker with a proven track record of assisting businesses across a wide range of sectors.**

Fully authorised by the Financial Conduct Authority, our approach ensures we get to know your clients inside out, enabling us to accurately match their requirements with the most suitable facility and lender while they continue to focus on running their business.

With 25 years' experience, our knowledge of the commercial finance arena means we have access to a wide range of solutions, allowing us to deliver high levels of funding whilst saving you and your client valuable time throughout the process.

So whether your clients are looking to secure new funding for a specific requirement or to refinance or benchmark their existing facilities, we would be pleased to assist.

## OUR AREAS OF EXPERTISE

- Invoice finance & asset based lending
- Loans
- Trade finance
- Commercial mortgages
- Sale & leaseback
- Asset finance
- Funding for acquisitions
- Credit insurance
- Specialist debt collection services
- Currency facilities & forward exchange

*“Contacting Hilton-Baird was the catalyst my company needed to grow.”*

## Keeping cash flowing

Securing an invoice discounting facility helped Astringo Commodities Limited to keep their cash flowing, invest in wider products and increase sales by 40%.

After a successful few years, the IT wholesalers, founded in 2008, had begun offering credit terms to their customers and needed to bridge the gap between the issuing of invoices to receiving payment.

Upon speaking to his bank at the time, Managing Director, Simon Powell, was unsure whether they were the correct option for what his business needed.

Simon ultimately contacted the Hilton-Baird Financial Solutions team in search for a suitable funding solution to allow Astringo Commodities Limited to keep growing.

After taking the time to understand what the business needed, Hilton-Baird introduced Simon to a number of funders willing to offer a solution for his cash flow concerns.

Subsequent to weighing up his options, Simon took up an invoice discounting solution from a funder that ticked all the relevant boxes for his business. He said: “We chose

our funder for a number of reasons. Firstly we were introduced to the decision maker rather than going through any sales pitch.

“The fact they were both upfront and honest showed they cared about doing right by us.

“Secondly, they understood how a small, up-and-coming business works and showed a refreshingly flexible and commercial attitude that seems to be missing with some banks or lenders.”

Since the invoice discounting facility has been in place Astringo has secured ongoing business with some of their larger customers, as well as being able to reinvest the cash into wider products that has resulted in a 40% increase in sales.

“The invoice discounting facility we have has helped us to move forward and removed the cash flow worry which means we get to move forward as I see fit,” said Simon.

“Contacting Hilton-Baird was the catalyst my company needed to grow. Their knowledge of the industry was second to none and helped find the perfect funder for me.”



## Benefits

### To your clients...

#### **Secure the right funding**

The funding solutions and lenders we introduce will be the most suitable for your client, providing them with the cash flow support they need to meet their objectives.

#### **Save time in their search**

Our role means your client doesn't have to tackle the research and application process, and can instead focus their time on core business and what they do best.

#### **Support throughout the process**

As well as identifying the most suitable solutions for your client, we will guide them through the process and answer any questions they may have along the way.

### ...and to you

#### **Right funding in place**

The fact your client will be paired with the most suitable funding on the market will also benefit you, as they will be stronger financially and able to focus on core objectives.

#### **Value add service**

By being able to help your client secure new funding, it's another service you can sell in to existing clients and prospects to demonstrate your all-round support and expertise.

#### **A happy client**

Ultimately, with the client able to benefit from the most suitable funding as well as your services as their accountant, they're able to focus on driving their business forward in confidence.

*“We were really impressed with the speed at which we could get a facility in place.”*

## Bridging the gap

The time delays often associated with trading on credit terms can mean that businesses struggle to meet their own commitments whilst they wait for payment from their customers.

Faced with extended payment terms, Southeast Construction & Recruitment Ltd, a specialist recruiter for the construction industry, needed to quickly secure a funding facility to help them bridge the gap.

When two of our clients' key debtors changed the credit terms they impose from 7 to 60 days, the business urgently needed to find a funding solution in order to bridge the cash flow gap and meet their payroll commitments.

Upon contacting our team, the business had just eight days to secure a new facility, given the payroll schedule.

With extensive experience sourcing funding for the recruitment industry, and access to decision makers at a multitude of lenders, we were able to quickly match the client with three potential funders who we felt would be best suited to the business.

After assessing their options the client opted for a £50,000 recourse factoring facility because they felt confidence in the service that would be provided and the speed in which the facility could be set up.

Equipped with their new factoring facility our client is now able to access cash against invoices as and when they are raised, allowing them to bridge the cash flow gap between providing a service and getting paid so they can meet their own commitments with ease.

The facility also comes with a dedicated sales ledger management service, leaving the business time and resource to focus on other aspects of their day-to-day activity.

Managing Director, Steve Marney, said: “The team at Hilton-Baird were prompt and efficient. We were really impressed with the speed at which we could get a facility in place – they recognised and related to our situation and worked with speed and efficiency to get us up and running on our new facility.

“We're now able to meet our commitments, without worrying about when our clients will pay.”



## Revenue share

### How are we remunerated?

**We are usually remunerated by way of success-based commission from the funder the client chooses to proceed with. The commission we receive is broadly the same from each funder and generated over the duration of the signed facility, ensuring that our introductions are solely based on which facility represents the right fit for your client.**

Alternatively, clients can choose to pay a success-based fee for us to arrange any finance solutions, but the choice is entirely theirs and the pros and cons of each option explained to them at the time of formal instruction.

There is no cost to you as an accountant. We would be pleased to discuss a revenue share model should any business you introduce to us secure a new funding facility as a result of any introduction we make, and explore how we can generate any reciprocal opportunities for your business.

### Can we help?

**Voted Invoice Finance Broker of the Year at the 2018, 2020 and 2022 Business Moneyfacts Awards and with 25 years' experience behind us, we're confident we'd be your ideal partner.**

Whether you have clients who would benefit from securing new funding or benchmarking their existing facilities against the wider market, or you're keen to discuss a partnership in further detail, we would be delighted to speak with you.

#### CONTACT DETAILS

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