



2015 Small Business Funding Insights Report

Prepared by United Capital Source Inc.
New York City, New York
<https://www.unitedcapitalsource.com>
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About Us

United Capital Source is a leading small business funding organization headquartered in New York City.

United Capital Source is rated A+ by the Better Business Bureau and selected in the 2015 Inc. 5000 Honorees List.

Thousands of small businesses throughout America rely on the small business loans, merchant cash advances, working capital loans, credit card factoring and accounts receivable loans provided by United Capital Source.

Companies with good credit and bad credit unsuitable for traditional bank lending work with United Capital Source for faster loan approvals, reducing financing costs and increasing business funding choices.

Our customers range across industries from aviation, construction, dentistry, franchises, healthcare, manufacturing, communications, real estate, retail, and wholesalers to name a few.

<https://www.unitedcapitalsource.com>



Executive Summary

59 small businesses customers who had a small business funding facility with United Capital Source completed an online survey at SurveyMonkey.com

91% of respondents were from businesses with less than 20 employees and two thirds of business respondents had sales of < \$500,000 per annum.

The Main Findings were:

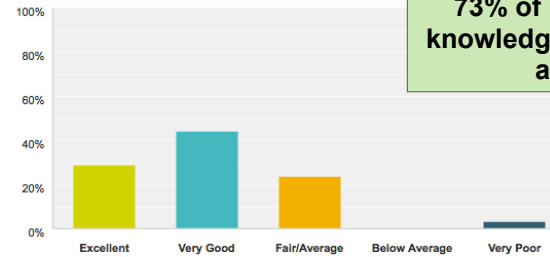
- 73% of respondents rated their knowledge of small business loans as above average.
 - 'Business expansion' (43%) & 'Purchase equipment/stock' (31%) are the main reasons for loan applications.
 - 69% of respondents rated their refinance propensity as 'likely'.
 - 52% of respondents requested more information on 'loan amount qualification' and 28% on 'cashflow forecasts' & 'FICO scores'.
 - Interest rates will rise in the next 12 to 18 months was the highest ranked statement.
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Small Business Loan Knowledge

How would you rate your level of understanding of small business loan options?

Answered: 59 Skipped: 0



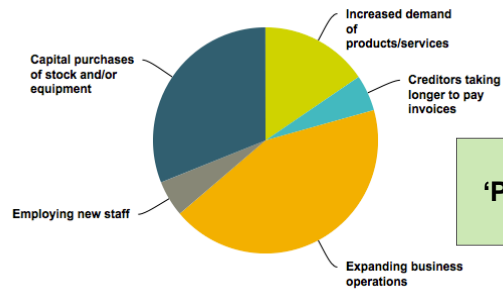
73% of respondents rated their knowledge of small business loans as above average!

Answer Choices	Responses
Excellent	28.81% 17
Very Good	44.07% 26
Fair/Average	23.73% 14
Below Average	0.00% 0
Very Poor	3.39% 2
Total	59

Reasons for Small Business Loan Application

Which of the following factors led you to applying for a small business loan?

Answered: 58 Skipped: 1



'Business expansion' (43%) & 'Purchase equipment/stock' (31%) main reasons for loans.

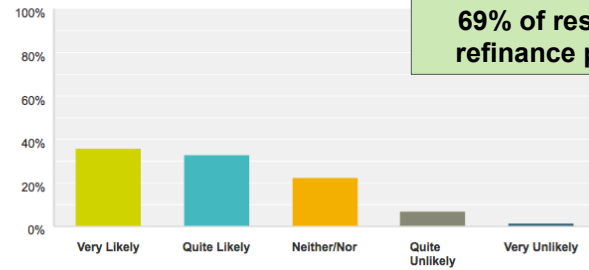
Answer Choices	Responses	
Increased demand of products/services	15.52%	9
Creditors taking longer to pay invoices	5.17%	3
Expanding business operations	43.10%	25
Employing new staff	5.17%	3
Capital purchases of stock and/or equipment	31.03%	18
Total		58



Propensity to Refinance Loan

How likely are you to refinance your existing small business loan with United Capital Source?

Answered: 58 Skipped: 1



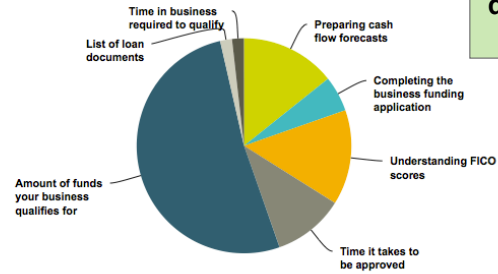
69% of respondents rated their refinance propensity as 'likely'.

Answer Choices	Responses	
Very Likely	36.21%	21
Quite Likely	32.76%	19
Neither/Nor	22.41%	13
Quite Unlikely	6.90%	4
Very Unlikely	1.72%	1
Total		58

Information Needs for Small Business Loans

Which of the following areas would you like more information on when applying for a small business loan?

Answered: 56 Skipped: 3



52% of respondents requested more information on 'loan amount qualification' and 28% on 'cashflow forecasts' & 'FICO scores'

Answer Choices	Responses
Preparing cash flow forecasts	14.29% 8
Completing the business funding application	5.36% 3
Understanding FICO scores	14.29% 8
Time it takes to be approved	10.71% 6
Amount of funds your business qualifies for	51.79% 29
List of loan documents	1.79% 1
Time in business required to qualify	1.79% 1
Total	56

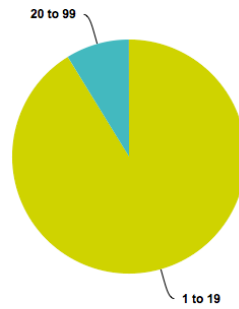


Customer Opinions

To what extent do you agree with the following statements?	Weighted Average
Interest rates will rise in the next 12 to 18 months	2.65
I am more optimistic about the general business outcome in 2016 than this year	1.86
I will finance again with United Capital Source	1.84
I would recommend United Capital Source to a business colleague	1.71
I was satisfied with the time taken to process the loan application	1.64

How many employees are there in your business?

Answered: 57 Skipped: 2

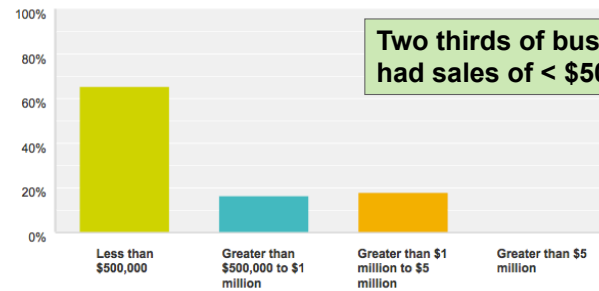


91% of respondents were from businesses with less than 20 employees.

Answer Choices	Responses	
1 to 19	91.23%	52
20 to 99	8.77%	5
100 to 499	0.00%	0
500+	0.00%	0
Total		57

What is the annual total gross sales turnover of your business?

Answered: 55 Skipped: 4



Two thirds of business respondents had sales of < \$500,000 per annum.

Answer Choices	Responses
Less than \$500,000	65.45% 36
Greater than \$500,000 to \$1 million	16.36% 9
Greater than \$1 million to \$5 million	18.18% 10
Greater than \$5 million	0.00% 0
Total	55



Enquiries

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