



What is a Credit Union



A Credit Union is a full service financial co-operative that provides chequing accounts, mortgages, business loans and investment advice. Credit Union Boards of Directors are democratically elected members of their community. This ensures credit unions' decisions are based on local realities.

What are the types of Credit Union lending options available to small business owners?

Credit Unions offer a variety of products and services for small business owners in varying stages of growth, depending on different eligibility. Some of these products include credit cards (unsecured), a line of credit (secured and unsecured), term loans (unsecured), merchant cash advance (unsecured), equipment loans (secured), mortgages (secured), and the Canada Small Business Financing Program. Credit Unions also help educate and prepare small business owners to be successful in competitive markets.

Can you provide some advice on how a small business owner should get started when looking for financing?

A small business owner can get a great start by finding the local Credit Union in their area. Credit unions service their communities and are therefore invested in the success of a small business that they are financing. Then, book a call or a meeting with a credit union financial advisor that specializes in small business and if you have a business plan, provide to the financial advisor. As with any lender, having a business plan is very helpful - the more you can help them understand your business, the better they can help direct you to products or services.

“On average, 5.4% of pre-tax profits are reinvested in communities so for small businesses looking to partner with a financial institution that is invested in the success of their local community, then credit unions are a great option. About 34% of credit unions loans in Ontario are for small businesses, and that equates to about \$17B in loans in Ontario.”

Martha Durdin, President & CEO of CUA

Did You Know?

There are approx **70** credit unions that offer lending products and services to small business owners in Ontario.