

# **Landing Page Copy - Business Finance - HBF - 50116**

[Section 1: Headline and Subhead]

## **Turn a Rainy Day into a New Business Opportunity**

### **Reach new horizons in your business with a convenient cash buffer**

[First Sentence]

Unlock your business's true potential with flexible funding for any business purpose

[Section 2: Pain Points & Your Options]

## **Tired of Your Company's Hand-to-Mouth Financial Situation?**

### **Stop bootstrapping your business and start taking your best opportunities for growth**

Are you constantly waiting for your latest invoice to be paid so you can buy more supplies? Tired of falling behind your competitors who have more vehicles and equipment? Do you have insufficient resources and materials to expand your market?

Your business can run on your sheer tenacity, drive, and determination, but you need more than that for it to thrive. If you're constantly stuck in maintenance mode, wishing you could get the equipment and vehicles you need to grow your business, it's time to take action.

If you're stressed about investing in your business because you're wary about taking risks, don't worry. The right financing can provide you with the cash flow you need for flexible growth — without the burden of unscrupulous lenders and sketchy loans.

## **What if you could scale up your business without strain?**

Take a look at Sydney Swimming Supplies.\* They were expanding quickly in the Western Sydney area, but they quickly found themselves outgrowing their factory space. This immediately started to slow down their operations because they didn't have the room to meet production demand. Also, they found themselves struggling to maintain productivity in a cramped environment. They were on the verge of losing their business to competitors.

Once they obtained fair, flexible business financing, they were able to buy some wiggle room — literally! They purchased a commercial lot and constructed two new factories along with all the shelving and equipment they needed. Now, they could produce more and get to market faster. Their profits grew so quickly that the financing essentially paid for itself.

Many Newcastle businesses have experienced the struggles that Sydney Swimming Supplies faced. Is yours one of them? The only difference between your business and Sydney Swimming Supplies is that they took the chance with Hunter Business Finance.

## **The Choice is Yours!**

It's up to you. You can continue on the same path, running hand-to-mouth and only dreaming about upgrading your facilities and equipment — ultimately burning out and hurting your profitability.

Or, you can break the cycle and speak to Hunter Business Finance.

*\* Name has been changed for privacy reasons.*

[Section 3: Social Proof]

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[Section 4: Why Choose Hunter Business Finance]

## **Who We Are**

Hunter Business Finance is a locally owned and operated Newcastle business. Since 1988, we've been assisting business owners who needed funding fast so that they could capitalize on new opportunities and make their companies thrive.

We understand the needs of Newcastle businesses and how financing can address their problems. We also know that each business is unique, which is why we've abandoned the one-size-fits-all method. Consider us your partners in your financing journey.

We will spend as much time with you as necessary to make sure you get the business results you're looking for. You'll have full transparency throughout the process. We'll help you craft a financial plan for your business's future — without the impersonal credit profiling and plug-and-play tactics you'd get from your regular bank!

We have helped thousands of Newcastle Business owners get the financing that was right for them. 81% drove it home the same day! Sometimes, you just can't wait for the next door to open — you need to take that uncertainty and create an amazing new opportunity out of it.

(Comparison table, leave blank we will have an image made for this)

Banks

Only Offer their products and services  
Car/ Equipment Dealerships  
Most cases only have access to one or two lenders  
Hunter Business Finance  
No Hidden Fees  
Access to Large Number of Financing Lenders and Major Banks  
Access to Second Tier Lenders  
Save Time and Money  
100% Independent  
Compare cost and features  
Ongoing support

[Section 5: Who is this for]

## **Is Hunter Business Finance Right for You?**

We work with a range of small to medium-sized businesses that are looking to expand or upgrade. We specialize in Tradies that need better vehicles or equipment to serve their customers. In our experience, many of these small businesses need to respond quickly to new opportunities and sometimes struggle with cash flow if their customers don't pay quickly.

We know that Tradies are often busy working or on-the-road. We make it easy to obtain financing to grow your business without making you deal with a traditional loan officer or wait weeks for the cash to come in. If you're ready to scale up your business — or have simply outgrown your current operations — give us a call.

[Section 6: Process]

## **How We Work**

At Hunter Business Finance, our goal is to minimise the time you would spend jumping through hoops and make it easier to get the best financing options for your business. We know that your work is important to you, and we aim to make it simple to get the funding or cash cushion you need to succeed!

## **It's as easy as 1,2,3...**

1. Get Started. Reach out to us and describe what you need: a new work vehicle, a new facility, a new forklift, etc.
2. Let Us Do the Heavy Lifting. We'll get your company's details and find the right financing options to suit your needs.

3. Get Shown A Range of Options and Secure Finance Fast. We're transparent at every step of the way so you don't have to worry about hidden fees or burdensome payment plans.

## **A Different Kind of Business Finance**

We make sure you get the funding that's right for your unique situation and needs. Unlike a standard loan through your existing bank, we provide:

### **IN-DEPTH MARKET ANALYSIS**

We're accredited with a large number of leading financiers and major banks. That means we can shop around for the best funding opportunities — saving you valuable time and ensuring you get the most competitive terms possible.

Is your business credit less than perfect? Is your business too new to approach a traditional lender? No problem. We have access to several second-tier lenders for people who may not fit the conventional criteria (including finance for aged goods, new business ventures, and clients with impaired credit).

### **EXPERT ADVICE**

Every lender has different guidelines and criteria, so what one may see as a positive, others may not. If you try to obtain financing on your own, you could accidentally apply to the wrong lenders — hurting your business credit and making it harder to get additional financing.

We know which aspects of your profile to highlight for each particular lender. This helps your finance application to be viewed in the most positive light and get the greatest chance of success.

### **100% INDEPENDENT**

We're completely transparent about our process and we do not receive kickbacks from any lenders. You can rest assured that you're getting the best recommendations for your business rather than padding someone else's pockets!

### **WE SPEAK YOUR LANGUAGE**

Financing is complicated, so we aim to make it simple to understand and even simpler to obtain. No jargon, no confusing brochures, no back-and-forth. Let us deal with the technical side of financing so you can focus on your business.

### **WE ARE PART OF NEWCASTLE**

Most lenders and financial consultants are based in the capital cities — or they're online and you may never even talk to someone in person. Hunter Business Finance is 100% local. We understand the needs of Newcastle businesses and we're devoted to serving our community and economy.

## **ONGOING SUPPORT**

Once your personal or commercial financial needs are approved and funded, our dedication to you does not end there. We can be contacted at any time to provide copies of contracts, update any details, or obtain payout details throughout the life of the loan. We're here for you.

[Section 7: CTA]

## **Ready to unlock new opportunities?**

### **Let's get you the right financing to help you break the hand-to-mouth cycle and start scaling your business.**

Start by requesting a free, no-obligation consultation so we can get to know you and your business. Getting started won't affect your credit score.

**[CTA] Book Now**

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**SOURCES USED:**

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