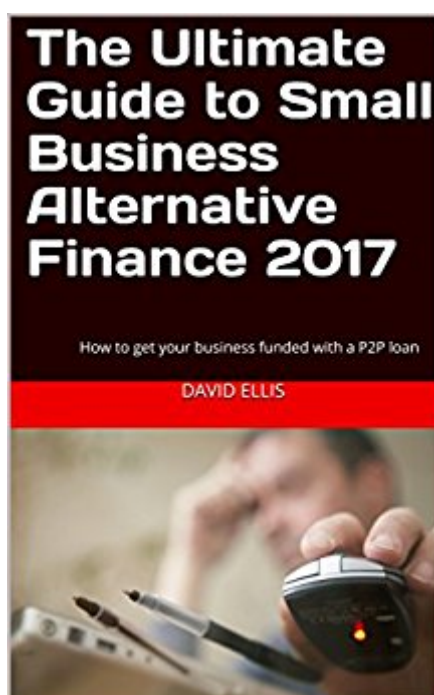


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# The Ultimate Guide To Small Business Alternative Finance 2017: How To Get Your Business Funded With A P2P Loan



## Synopsis

As a small business owner you'll know how hard it is to get a loan from the bank, they just don't want to lend to small businesses and in fact over 80% of all loan applications get turned down flat. Peer to Peer lending is a great way to get the funding you need to grow your business. For over 10 years now a new wave of matchmakers have been using the internet to introduce investors who have money to lend to borrowers like you. The advantages are clear, without the huge overheads of the bricks and mortar banks investors can earn more even when borrowers pay less interest and lower fees. Decisions get made faster and there are so many different types of loan it's easy to find one that exactly fits your needs. Although to get the best rates you'll need a good credit rating there are plenty of investors willing to take a risk in exchange for a better return if the loan works out so Peer to Peer lending means almost anyone can get a loan. This book explains how Peer to Peer lending works, how to get the best deal and what types of loans are out there, If you need a loan read this book first it, will pay for itself 100's of times over.

Contents

- Why the banks don't lend
- What is alternative finance?
- The benefits of P2P loans
- What's the difference between Peer to Peer lending and Crowdfunding
- Top reasons for getting your loan rejected and how to mitigate them
- What investors look at when deciding where to invest
- Types of loan
  - Consumer loans
    - secured and unsecured
    - Business line of credit (LOC)
    - Business revenue based funding (RBF)
    - Retail business credit card receivables funding
    - Business purchase order financing
    - Friends and family
    - Business term loan
    - Business invoice factoring & discounting
    - Business invoice trading
    - Real estate lending
    - Angel or equity crowdfunding
  - Secured vs. Unsecured Loans
  - Compare P2P lending platforms and loans
  - Glossary
  - Disclaimer

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