

Commercial Loans & Private Wealth

 **SME Funding Hub**
COMMERCIAL LOANS & DEBT ADVISORY
smefundinghub.com

 **BlueRocke**
INVESTMENT ADVISORS
PRIVATE WEALTH
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March 2024

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Global Experience, Local Knowledge

Welcome to the latest BlueRocke Wealth Management and SME Funding Hub newsletter.

In this newsletter we provide you with essential information to assist you on your wealth journey as well as news about our brands and what is happening right here in South Australia.

BlueRocke was established to assist professionals and businesses owners who are pressed for time and may be settling into life in Australia. This is where we come in bringing global experience with local knowledge to achieve your financial goals and wealth.

SME Funding Hub helps small to medium businesses to source essential funds to help fuel business growth and debt structures that support your business goals for long-term growth and success.

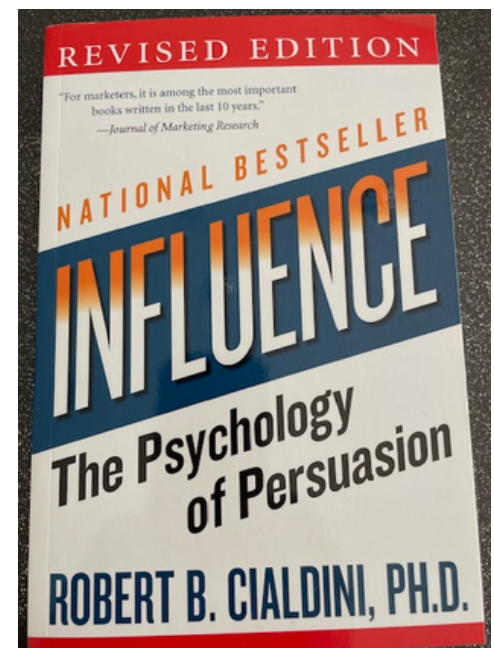
To find out more about our SME Funding Hub and BlueRocke financial services contact Dev Sarker on 0404 167 989 or www.smefundinghub.com or www.bluerocke.com

This month I have been listening to Robert B. Cialdini's masterpiece on persuasion "Influence: The Psychology of Persuasion" and I think it is a must read for anyone in business. He explains the seven strategies of influence and backs this up with his research and case studies. This got me thinking of a recent experience when I was persuaded (or trapped) through psychology to buy new glasses – at a cost of \$150.

On reflection, I now realise how easily I have been persuaded (or trapped) by the sales person.

This is what happened: after my annual eye check-up, the Optometrist gave me the all clear, no change in prescription and then handed me off to the sales person, who politely seated me and asked to see my glasses. When I handed them over, she immediately offered to clean them and walked around the shop with all kinds of cloths and liquids. In doing so she did one of the steps of influence - creating the obligation. She then said that she had some frames that were free though they didn't have anything similar to my current pair but said she would look around for me. She finally found the last pair (another influence: creating scarcity). She told me that the identical lenses would cost \$500 and she gave me options for cheaper lenses at \$150 (influence: creating a bargain), which I agreed to pay. I now have a pair of glasses for \$150 which I may never use! My only comfort is that next year, I will be better prepared because of Cialdini – I hope.

Most of you know that through SME Funding Hub we arrange commercial loans for business from \$1 million to \$32 million and rest assured that I won't use Cialdini's process of influence, rather impartial advice to help you grow.



Sometimes you get a real win for your client and nothing makes me more pleased that securing finance that can spur a business into growth and give other tangible benefits.

I recently was speaking with a client who mentioned that he has found a really good business that he wanted to buy and was planning to invest \$5 million. His plan was to raise equity for this. Having seen the equity process before and some of the pitfalls I spoke about SMEFunding Hubs experience in business financing and how we can find other solutions that may allow him to keep more of the equity.

What came to mind immediately was how he could finance the purchase partially with debt. With this type of option it would allow him to not dilute his equity stake and obtain a tax deduction for interest payments. He was keen to know more, so we reviewed the business financials and quickly found a lender who was willing to provide \$2.5 million in long term debt - 20+ years as acquisition finance with pre-payment options.

The client was delighted with the solution and the acquisition is now being finalised.

If you are looking to buy a business or property and need debt the finance this please chat to us, let our experience guide you to sourcing the right solution for your financing.

Frequently asked questions about business finance

If you are in the market for business finance this page should be your first stop to learn the jargon

Here's our FAQs:

<https://smefundinghub.com/insights/frequently-asked-questions-about-business-finance/>

During Mad March in Adelaide I have been catching up for friends and colleagues as we take in the (unusual) sights & sounds of the city during the Fringe and Festival.

Last week I was speaking with Michael Kromwyk, an experienced sales and marketing Executive about growth, start ups and more. He told me that in his experience that in order to grow your business you need to invest. And by investing he means not only investing in marketing but also in machinery, systems, your strategy and most importantly your people. This investment in the future allows the pathway towards growth,

He also said that you need to invest in experts. When he comes into a new brand the first thing he does is to understand the business and why people want to buy from his brand. With this insight he gets good trusted people around him - strong marketing advice to support the brand and a right fit marketing campaign, good IT leaders to ensure that the experience that he wants to promise his customers can be delivered and trusted financial advisors to source the right type of capital to make the investment a reality.

Think like a start up was his final piece of advice as we parted ways on that balmy evening. If you are thinking like a start up and are considering a capital investment to spur your next phase of growth in 2024, feel free to reach out to me at SME Funding Hub & BlueRocke.

WE'RE HERE TO HELP

As you keep your long-term goals top of mind, remember: we are here to help - with news, insights and helpful resources available on our website, www.bluerocke.com or www.smefundinghub.com to help keep you up-to-date on the latest.