

## The Credit Evaluation Process



Business credit providers have been well grounded in the 5c's of credit for decades. And that foundational approach to credit remains today. The infographic on the left, gives a basic explanation of the key components that go into the underwriting process.

Think of the credit process as a big sliding scale. If a business has strong equity in the equipment, more consideration can be given to personal credit challenges. If there is a long time-in-business and strong personal credit, more consideration can be given to equipment that has poor secondary market value or has little money invested up front.

Each lender / funding group evaluates all of these criteria and determines their own requirements, exceptions and limitations. Some lender / funding groups are able to effectively partner with multiple funding sources in addition to the use of their own dedicated capital to meet a wider range of credit needs.

At Lease Genie, we help by underwriting challenging and story credits. To that end, we have never forgotten the owner behind the application and believe in a simple, transparent process. Should you have any questions about credit, we'd welcome a conversation about any topic that makes commercial lending uncomplicated.