

Crestmark Creates Infographic Comparing Types of Business Loans

Non-traditional lender launches visual tool on the differences between traditional business loans and asset-based lending.

TROY, MICHIGAN, USA, July 10, 2014 /EINPresswire.com/ -- Choosing the right type of lender can be puzzling for start-ups and established businesses alike. [Crestmark](#), a provider of financial solutions for a wide range of industries, has released an infographic on "What Type of Lender Is Right for My Business?" It displays a creative flowchart of the basic differences between traditional and asset-based business lending, simplifying the choice.



"This infographic should be helpful for companies that are in the beginning stages of research for a business loan, but don't really know where to start," said Lisa Beattie, first vice president of marketing and communications for Crestmark. "It clarifies some key variations between a traditional bank and a non-traditional lender."

The creative infographic covers some of the factors involved, including business history and opportunities for growth. Once a business owner understands the differences, it's easier to make the right decision.

"Many businesses think they can't get financing because their companies haven't been around long enough or their portfolios aren't stellar. That's simply not the case," said Beattie, first vice president of marketing and communications for Crestmark. "Our team put together a snapshot of the thought process so that business owners can better understand their options."

To learn more about the fundamentals of asset-based lending versus traditional financing, view "What Type of Lender Is Right for My Business?" at <http://www.crestmark.com/what-type-of-lender-is-right-for-my-business.aspx>.

About Crestmark: Crestmark (www.crestmark.com) is a nationally known and respected FDIC-insured bank that provides [innovative financial solutions](#) for small- to medium-sized businesses. Financing solutions include asset-based lending, accounts receivable financing, lines of credit, factoring, and equipment financing. Crestmark works with most business-to-business companies, and has vast experience in helping many industries, including transportation,

manufacturing, staffing, petrochemical, government contracting, apparel and furniture manufacturing. Headquartered in Michigan, Crestmark has offices in Florida, Louisiana, Tennessee, New York, Alabama, California, Illinois, Ohio, Maryland, North Carolina and Texas.

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