

Eric Baird Talks About What Drives Success for Baird Inc.

Eric Baird On What Drives Success for Baird Inc.

SARASOTA, FL, UNITED STATES , November 12, 2021 /EINPresswire.com/ -- Small and mid-sized businesses often need capital to grow and flourish. [Eric Baird](#) says he started Baird Inc. for exactly that reason—to help SMBs find the financing they need. The company is rooted in his own success as an entrepreneur.

“As a private equity firm, we are working to fill the financial gap for small and mid-sized businesses so they are able to [succeed in their ventures](#),” says [Eric Baird](#). “We know there are a lot of lender options out there, so we believe in setting ourselves apart as much as possible. We have set our sights on growth-oriented businesses and we are here for the dreamers.”

He recently reported five things that set Baird Inc. apart from other lenders. In a crowded field of opportunity and opportunists, Baird says businesses need to know which lenders to trust. Many things have helped drive the success of Baird Inc. including:

Finding big potential in any industry – Baird Inc. focuses on finding the upstarts that are driven and dedicated without discriminating by industry type.

Guaranteeing retention of majority equity – Baird believes in benefiting borrowers, which means often re-financing through a two- or three-year, senior-secured plan designed to help the SMB succeed.

Focused on the niche group of small revenue – Many lenders are increasingly restrictive lending measures, making it difficult for companies in the sub-\$25mm to find financing. Baird Inc. helps bridge the gap for upgrades, early lifecycle growth, and startup costs.

Experience with a widely diverse group of clientele – The variety in the Baird Inc. portfolio is a testament to how they offer value and expert support to players in every industry.

Built by an entrepreneur – [Eric Baird has his own roots in startups and entrepreneurship](#). His success in founding and building MyUS.com shaped his views on business. Baird says the idea originated through issues his mother was running into with overseas shipping and turned into a global operation that now serves more than 400,000 customers. He started the company in 1997 with a \$30,000 loan and sold it in 2012 when it was valued at \$200 million. Baird says he knows

firsthand the grit and sacrifice it takes to build a business from the ground up.

Baird Inc. continues to look for companies and entrepreneurs that show the ingenuity and drive it takes to succeed with a startup. "We want to give back to the business community," said Eric Baird. "We are looking for SMBs who will succeed, but we want to give them a beneficial deal as well. Our financing usually makes it possible for them to bridge the gaps in their cash flow and thrive."

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