

# Swoop for Advisors: the funding playbook

Five key steps to building your  
funding advisory service



Swoop

# Table of contents:

|   |       |
|---|-------|
| Key issues facing businesses                | 4-5   |
| Understand what service you want to provide | 6-7   |
| Start talking about funding                 | 8-9   |
| Embed conversations into your processes     | 10-11 |
| Available funding options                   | 12-13 |
| Segment your clients                        | 14-15 |
| What next?                                  | 16    |
| Myth busting                                | 18    |



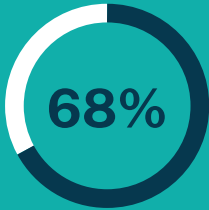
**“Building your Funding Advisory Service is a huge opportunity for your firm. You can have a direct influence on your clients building the business of their dreams. At the same time you can build a very profitable service for your firm through commission earned and additional accounting services required to get your clients ready for funding.”**

**Andrea Reynolds**

# Key issues facing businesses right now:

---

- 1 Businesses are generally reactive when it comes to funding
- 2 Businesses will often go straight to their bank when they want funding. If this fails, they assume that they won't be able to get anything
- 3 Accountants are under huge pressure to support the client quickly; short notice means fewer finance options and unattractive interest rates.



Of business owners highlight access to funding as one of the main barriers to growth



Be at the heart of your client's strategy by building a funding advisory service








Key steps to building an advisory service detailed here, lets get started

# 1. Understand what service you want to provide

---

To understand what level of funding service you want to provide to clients, you can start by answering the following questions:

-  Do you want to be reactive or proactive to your clients' funding needs?
-  What level of funding knowledge do you have right now and what level do you want to have?
-  How much time can you dedicate to this?
-  How involved do you want to be?
-  Which of your team do you want involved in these conversations?

## **2. Start talking about funding**





---



Decide what type of funding service you want to build, then engage with clients to understand their needs.

Does your client know about how you can help them? If funding hasn't been discussed before, it's often the case that your clients may go straight to their bank without speaking with you about it. The only way for them to know about the value you can bring to them is to demonstrate it.

To do this, start by finding out more about your client's business:

-  What do they want to achieve?
-  Are they looking to grow or are they struggling?
-  Are they spending more than they should servicing multiple debts?
-  By discussing these questions you can demonstrate that you are able to offer advisory services around funding.

# **3. Embed conversations into your processes**

---

### **Year end accounts prep**

Embed funding conversations into your year end accounts preparation by asking your client about their property ownership, existing debt, bad debt write-offs and increases in debtor days to explore the opportunity for further funding.

### **Plan for Growth**

Ask your clients about their plans for growth in the next 12 months. Is their growth conservative because they don't have the funds to expand at their desired rate? Are they happy with their current finance facilities? Do they have problems with being paid by their customers? If money were no object, what would your client do with their business?

### **Client onboarding**

Utilise the onboarding process to set expectations around funding for your new clients. Being proactive about funding conversations makes you a vital player in your client's business development and an indispensable service.

### **Management accounts meetings**

Management information provided to your client should be accompanied by commentary, allowing you to highlight opportunities for funding.

The numbers can be used as a starting point for identifying funding possibilities and risks, as well as advancing the advisory agenda.

# 4. Available funding options

---



**Grants** are available through funding bodies and are often a good option for growing and innovative businesses. Although they take time to apply for, they may be more accessible than you think via local growth hubs, Innovate UK and grant finder tools.



**Equity** is for high growth businesses which have an expansion plan or for founders who wish to avoid loan payments and are willing to give up a stake in their business. Ensuring that the client is investment ready is crucial for their success.



**Loans** now covers a huge range of innovative products from standard unsecured loans to commercial mortgages, invoice finance, eCommerce finance and VAT loans. Get to know the options - there may be a solution with your client's name on it.

# 5. Segment your clients

---

Here are three steps to getting greater value from your portfolio:

1 Segment your portfolio in areas such as:



Stage of  
business



Industry



Turnover  
range



Existing  
debt



Property  
ownership

2 Create a targeted shortlist so that you are sending specific messages to clients.

3 Create a capital report for your client. Swoop can help: contact your Account Manager or log into your account to find out how you can generate capital reports for clients that will highlight their key metrics and suggest solutions for funding.

# What next?

We've provided you with some general steps to follow and now it's time to put this into practice.

Every advisor's needs are different. Book a call with Swoop so that we can discuss how we can support you in building out your funding advisory service.

**Scan code for  
more information**

[hello@swoopfunding.com](mailto:hello@swoopfunding.com)







**Sam Tasker-Grindley**

Head of Advisor Customer Success

[samtg@swoopfunding.com](mailto:samtg@swoopfunding.com)

07498 239 508



**Sam Horner**

Head of Advisor Channel

[samhorner@swoopfunding.com](mailto:samhorner@swoopfunding.com)

07968 785 711

# Myths

***“My clients don’t need funding right now”***

This is only really true if your clients aren’t looking to grow. The key question to ask is: if funding isn’t the answer, how is growth financed?

***“I need to be a funding expert in order to have these conversations with my clients”***

If you partner with the experts, you only need a basic understanding to get the conversation started.

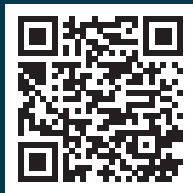
***“Loans are for when businesses are in trouble and are a last resort”***

There are many reasons why a business might take out a loan. In most cases, it’s the opposite of this statement. In general, their purpose is to help achieve growth that wouldn’t be realistic without the extra finance.

***“Building out a funding advisory service takes far more time, resource and/or knowledge than I currently have”***

Read this playbook to see why this isn’t necessarily the case.





[advisor@swoopfunding.com](mailto:advisor@swoopfunding.com)