



# Balboa Capital helps machinery equipment dealers achieve 51% increase in year-over-year sales.

The average transaction size was \$76,600.

**A leading machinery equipment manufacturer that serves the retail, aerospace and transportation industries needed a way for its dealers to increase their sales. The company turned to Balboa Capital, a top-rated direct lender with extensive experience in manufacturing equipment dealer financing.**

## **Solution**

The machinery equipment manufacturer offers an all-encompassing approach to manufacturing. The company offers everything from equipment integration and financial services to training, service, and parts. Balboa Capital developed a custom-tailored program with several value-added finance-related products and services for the company. Its equipment dealers remain the primary and direct contact with customers and

prospects, and Balboa Capital is the strategic financing partner offering fast credit decisions, competitive rates, and quick funding.

In addition, equipment dealers utilized Portal360™ from Balboa Capital to increase their operational efficiency and manage all aspects of their sales transactions in real time. Portal360™ is a next-generation online sales management system that was designed exclusively for equipment dealers.

## **Results**

The financing program and responsive support from Balboa Capital's team of financing managers helped equipment dealers increase their year-over-year sales by 51%. The average transaction size was \$76,600, which is a 14% increase over the previous year.

**Want to increase your sales? Contact me to learn how.**

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