

# Just what is it that Interface franchisees do?

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**Just what is it that IFG franchisees do?** IFG franchisees provide short-term working capital to small businesses through a unique and proven Invoice Discounting program.

**And, just what does that mean?** First, IFG franchisees don't lend money! They purchase assets at a discount. Those assets are invoices (accounts receivable). It's called Invoice Discounting.



### ***It's really very simple***

A company provides goods or services to another business. They issue invoices with Net30 or Net45 terms. Then they wait . . . But they have suppliers to pay, materials to purchase, and payroll to meet. They don't want or can't wait 30-45 days to get their money.

So, they go to their bank who says, no they can't extend credit to them **but** they can refer them to a local alternative funding source that can help them — Interface!

The IFG franchisee meets with the business owner and does his/her due diligence (checks credit, reviews financials, etc) and, if qualified, the company becomes a client.

The client and the IFG franchisee select the appropriate invoices. The IFG franchisee checks the credit worthiness of the customer and confirms the goods/services were delivered and are acceptable.

The IFG franchisee purchases the invoices at a discount, let's say 10%, and electronically transfers the funds into the client's bank account. All this has happened within 4-5 days of the initial contact.

The Client has their money and the IFG franchisee has invoices that are going to be paid directly to him by the customer.

Most IFG clients are "repeats" for the IFG franchisee — coming back as and when they need additional cash quickly, usually on a monthly basis and often for 1 to 2 to 3 years.

### ***And the IFG franchisee's week looks something like this:***

#### **Monday**

• Telephone calls to referral sources • Due diligence on prospective new client • Email campaign to referral sources  
Total for the day — approximately 6 hours — *then take parents to dinner*

#### **Tuesday**

• Fund existing client • in-person visits with referral sources including coffee &/or lunch  
Total for the day — approximately 4 hours — *then, attend daughter's dance recital*



#### **Wednesday**

• Networking Breakfast • Telephone calls to referral sources • Thank you notes to referrals  
Total for the day — approximately 5 hours — *then, play golf with referral source*

#### **Thursday**

• Email campaign to referral sources • Talk to local publications for PR • Due diligence on prospective clients  
Total for the day — approximately 5 hours — *then, play tennis with wife/husband and friends*

#### **Friday**

• Fund new client • Follow-up with referral sources • Admin – royalty reporting, database update, etc.  
Total for the day — approximately 4 hours — *then, coach son's soccer team*

#### **Saturday & Sunday**

*This is a professional-environment franchise (think banker's hours) so Interface franchisees can spend their weekends as they wish.*