

From: BusinessUSA <business@subscriptions.usa.gov>
To: Kester, Tonykester@aging.sc.gov
Date: 6/25/2015 2:42:23 PM
Subject: BusinessUSA: 5 Things That Make or Break a Business Loan Application

Having trouble viewing this email? [View it as a Web page.](#)

06/25/2015

Be Prepared: 5 Factors That Affect Whether You Get a Loan

If you're like the vast majority of entrepreneurs and business owners, you're going to need financing to start or expand your business—if not both. Acquiring funding can be a confusing experience given the number of financing options available and the number of steps involved.

[In this article on borrowing money and the types of loans on the market](#), we outline five major

factors that affect your chance of securing funding:

- Ability to repay
- Credit history
- Equity investment
- Collateral
- Management experience

We also identify questions lenders will likely ask about your business, its health, and its future. Working through these questions can put you in a much better position to determine whether you're ready to begin the loan application process.

Be sure to also use [BusinessUSA's Access Financing tool](#) to find additional information about potential funding sources for expanding your business.

New SBIR Road Tour Dates Announced

America's largest seed fund will soon be rolling into more states! The North Central portion of the [Small Business Innovation Research \(SBIR\) Road Tour](#), which takes place July 13-18, includes stops in Indianapolis, IN; Chicago, IL; and Lincoln, NE. Learn more about [these and other stops on the SBIR Road Tour](#).

The SBIR Road Tour is a multi-state tour to inform innovators, entrepreneurs, researchers, and small technology firms about the billions in U.S. Government R&D funding that supports the creation and commercialization of new scientific research and technology.

Webinars: Pricing Concepts and Strategies

Are you stuck on how to better price your product or services for competitive advantage? You're in luck. The Small Business Administration (SBA) recently announced two new courses on pricing and the role it plays in the success of any

business. The two on-demand webinars are self-paced and can be taken at any time.

The first, *Introduction to Pricing*, covers how costs affect pricing, common pricing mistakes and the effect pricing models have on sales promotions. Click here to watch this [introductory course on pricing](#).

The second, titled *Pricing Models for Successful Business*, covers the difference between cost-based, customer-based and competition-based pricing models, and how to determine which one is right for your business. Click here to watch this [webinar on pricing models](#).

Emerging Markets and New Opportunities

Ever thought about tapping into emerging markets in Latin America, Africa, the Middle East and Asia but were unsure how to make it happen? The Overseas Private Investment Corporation (OPIC) offers loans to help small and medium-sized businesses expand their operations overseas, as well as political risk insurance to guard against factors that may disrupt a business venture. [Read more about OPIC's programs](#) and take their online test to see if you qualify for assistance.

BUSINESS.USA.GOV IS AN OFFICIAL WEBSITE OF THE U.S. GOVERNMENT.

Stay Connected:

Unsubscribe, update your subscriptions, or modify your password or email address at any time on your [Subscriber Preferences Page](#). If you have questions or problems with the subscription service, please contact [subscriberhelp.govdelivery.com](#).

This service is provided to you at no charge by [Business.USA.gov](#).

This email was sent to kester@aging.sc.gov from: BusinessUSA • 1401 Constitution Ave NW • Washington DC 20230 •