

EXPERT BANKING ADVICE FOR YOUR SMALL BUSINESS

When Money Keeps You Up at Night, Call Your Banker to Put Your Mind at Ease

By Bob DeAlmeida
President / CEO, Hamilton Bank

Many businesses are cyclical and experience peaks and valleys with cash flow throughout the year. Maybe your business slows in the winter months and expenses are tough to meet, or maybe it speeds up when your clients' fiscal year begins so you're suddenly short on employees or inventory. Whether it's a challenge or an opportunity, small businesses generally need to secure funding before the gap becomes a problem.

We often see businesses owners wait too long to determine if business will improve or to see if they can squeeze the budget to allow for more spending. Waiting usually only causes bigger problems down the road. We always suggest keeping an open line of communication with your banker to avoid the big problems. Do this by touching base with your banker quarterly, or at minimum annually. This way, your banker will become very familiar with your business' unique situation, which can greatly increase the likelihood of the bank being able to connect you with the cash you need. Your banker can also put you in touch with business professionals / consultants to help you through special business challenges related to your specific situation.

Cyclical Business, Example

John's landscaping business slows down each year as the weather cools, and every year he tightens his belt, charges more to the credit cards, and digs deeper into the financial hole. Tired of the stress and strain, John came to Hamilton Bank for a business-banking line of credit. Along with the right loan, John was connected with a strategic planner and an accountant who helped him maintain consistent cash flow throughout the year.

Remember to have your banker and your accountant work together to benefit your business. By working together, your accountant

and banker can advise you on making the best strategic financial decisions as well as developing strategies to propel your business forward. Specifically, your banker can provide a line of credit, facilitate a small business administration loan, or provide merchant services for accepting credit cards. Your banker can also make a recommendation for a payroll company, technology adviser, sales coach, or other trusted vendors / advisors.

Don't wait until your company's profit and loss statement has tipped beyond repair. Reach out to your banker when all the options are still on the table. Whether it is opportunity knocking, or the hard-knocks have hit, your small business banker can help.

ABOUT BOB DEALMEIDA



Bob DeAlmeida is president and CEO of Hamilton Bank, which operates five Maryland locations and meets the complete banking needs of small businesses, retailers, consumers, and homeowners across Greater Baltimore.

MORE INFORMATION

Connect with a small business banker at Hamilton Bank.

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