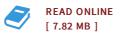


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## Romancing the Loan: 14 Principles for Opening Your Lenders Vault

## By Larry Tyler

Alpine Publishing Company. Paperback. Condition: New. 198 pages. Dimensions: 9.0in. x 6.0in. x 0.5in.Romancing the Loan was written for business owners. With the upheaval in the financial markets, lenders have changed their method of operating especially as it relates to lending to small and medium-size businesses. Their mindset as to what is a bankable loan request has turned what, for five to ten years, was an easy exercise into a difficult process. As a business lender in Texas during the mid 80s financial crisis, Larry Tyler saw how lenders reacted and how business owners failed, in general, to quickly adapt their thinking and approach towards borrowing and lenders to receive the capital they wanted. From a deep desire to help both business owners and lenders during and coming out of this recession, Romancing the Loan was birthed. It is not business as usual when it comes to approaching a lender today. The book title says it all: business owners must romance their lenders in order to get the lender to say YES. These are uncommon times for business owners and lenders. Thus, uncommon methods must be used to develop and maintain relationships that will meet the wants of both parties....



## Reviews

A fresh e-book with a new viewpoint. Better then never, though i am quite late in start reading this one. I am happy to explain how here is the very best ebook i actually have study during my individual lifestyle and may be he greatest pdf for actually. -- Diana Flatley

I just started off reading this article publication. It is definitely simplistic but surprises in the 50 percent of your ebook. You are going to like how the author create this publication.

-- Clint Labadie