

When should your business borrow money?

- Criteria: viability to repay
- Should
 - Buy an asset
 - Add value to the business
 - Working capital
 - Start-up seed funding
 - Acquisitions
- Shouldn't
 - No tangible benefit
 - Life support
 - Fund lifestyle/salaries
 - Borrowing too little/too late

BUSINESS GROWTH VIDEO

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James Blacklaws

JB Commercial Finance

