



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....

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