

Concord Financial Advisors, LLC (Milwaukee Office) Secures \$9.1 Million of Senior Credit Facilities for a Wisconsin Direct Marketing Company

Direct Marketing Company in Wisconsin

Senior Secured Credit
Facilities
\$9,100,000
\$2.1 MM Revolving Line of Credit
\$7.0 MM Real Estate Loan

*The undersigned acted as exclusive financial advisor
to the company on this transaction.*



ConcordFinancialAdvisors.com

Our Mission

We source the most creative financing solutions with optimal terms from lenders that understand our clients' businesses, resulting in significant savings of time and money for our clients.



THE ENGAGEMENT

A nationally (and internationally) recognized direct marketing company providing printing, direct mail, database management and digital marketing solutions to a wide range of consumer, business-to-business and fundraising marketers was seeking to refinance its existing debt and support working capital. Due to a timing issue related to some pending legal decisions, fewer cases in another division known as Class Action Claims Administration, and the loss of two customers due to reasons unrelated to the Company's performance, the Company decided to find a new lender that understood its business and could support its growth. The Company retained Concord as its exclusive financial advisor to arrange its debt financing and identify a Bank that understood the company's business and objectives.

THE CONCORD CLOSE

Concord quickly identified the most appropriate senior lenders for the Company and prepared a detailed memorandum highlighting the Company's high quality experienced and specialized management teams, long term customer relationships and leadership in certain market niches. Concord conducted a targeted and efficient deal process with regional and national banks along with several real estate lenders. Concord procured the most appropriate financing for the Company with a pair of local community banks that provided a revolving credit facility and a real estate mortgage without utilizing the SBA, saving the Company a significant amount of time and money. The Company's owners were impressed with Concord's proven process, the resulting financing structure and the attractive economics of the transaction.

ABOUT:

Middle market companies seeking access to debt capital require a trusted advisor to help them navigate the often convoluted financing process. Concord's clients rely on our broad financial expertise and deep relationships with a wide range of capital providers in offering tailored debt financing solutions that result in significant savings of time and money for our clients. Concord has closed over 90% of its retained assignments and more than 140 successful transactions totaling over \$1.2 Billion since its inception in 2001.



Experts at Sourcing Debt Capital

One South Dearborn, Suite 2100
Chicago, IL 60603

Products

- Asset based loans
- Cash flow loans
- Unitranche financing
- Subordinated / mezzanine financing
- Equity financing
- Real Estate / M&E term loans
- Sale / leasebacks
- Bridge loans
- DIP loans
- SBA loans 7(a) and 504
- USDA loans
- Select M&A transactions

Client Base/Profiles

- Private & public companies
- Private equity sponsors
- Family businesses
- Entrepreneurs
- Manufacturing, distribution & select service companies
- \$20 MM - \$500 MM in revenues
- \$2 MM - \$150 MM in credit facilities
- \$0 - \$50 MM EBITDA

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