

Meet The BDM

Reward Finance Group



The Intermediary speaks with Aaron Tinmouth, business development manager (BDM) – North East, at Reward Finance Group

How and why did you become a BDM?

I spent over five years in a client-facing role in the banking sector, managing and maintaining a commercial portfolio of active applications, so I relished the opportunity to step up to the role of BDM at Reward.

It brings a host of new challenges and opportunities to further my career, and the opportunity to build greater relationships with property investors, small to medium enterprises (SMEs) and Reward's extensive network of commercial finance brokers and introducers.

I'm also able to guide clients, to help them navigate through the

borrowing process and really get under the skin of their business to understand their funding needs. In the current economic climate, it's very rewarding to advise forward-thinking companies looking to expand, create jobs or overcome financial hurdles.

What brought you to Reward?

Having predominantly worked in banking before joining Reward, I was very keen to move into the alternative finance space and join a lender that is on a rapid growth trajectory. Reward has recently expanded into the North East region, so it is exciting to be part of

the journey at such an early stage, especially since I'm also originally from South Shields.

Another key factor was that the company launched a wellness team last year. It's reassuring to be part of a great working culture and a business that prioritises the welfare and wellbeing of all staff.

What makes Reward stand out?

In addition to the wealth of knowledge, experience and expertise across the team, it's Reward's fast and flexible approach to lending that sets it apart from the crowd. Many SMEs and property investors

“Only by working in partnership with the broker can we drive joined-up thinking and deliver the best outcome for property investors and SMEs seeking finance. It can be daunting to borrow for the first time, so we recognise that lenders and brokers working in unison makes it a more seamless and productive experience”

we speak to are struggling to access finance from high street banks or need to borrow at pace to innovate or complete a property transaction in a short timeframe.

That is where we can step in and deliver an agile funding solution that is completely tailored to the client's needs, that can be deployed at speed, and which is not held back by needless red tape.

We find this type of approach is really well received by both clients and brokers.

What are the challenges facing BDMs right now?

The challenges facing BDMs are often the same as those faced by our clients. Many businesses that we lend to will often have a set of challenges or market pressures that they need to overcome.

A strong BDM should be able to anticipate and understand those potential obstacles and ultimately work with the client to find the right solution. Although we're sector-agnostic as a lender, understanding

what is happening in some of the key industries we operate in, such as property, allows us to build up a bank of knowledge which helps us to guide our clients and assist them in problem-solving.

What are the opportunities?

Across Reward there are many opportunities for BDMs to join the business and progress their career internally.

Thanks to the growth we've experienced both regionally and nationally, we're rapidly expanding our team and getting to work on an exciting range of sectors and types of deals. It's a fast-paced environment, but there is plenty of room for progression and being given greater responsibility.

How do you work with brokers to ensure the best outcomes for borrowers?

Reward's success has always been built on forging close relationships, especially with our network of brokers and other introducers.

Only by working in partnership with the broker can we drive joined-up thinking and deliver the best outcome for property investors and SMEs seeking finance.

It can be daunting to borrow for the first time, so we recognise that lenders and brokers working in unison makes it a more seamless and productive experience.

What advice would you give potential borrowers in the current climate?

I believe planning and preparation are key for those businesses looking to borrow. I would advise them to be prepared to talk through their growth plans, financial forecasts and other key information to demonstrate that they can

successfully create and grow a profitable business.

Transparency is also essential, as the relationship between any lender and borrower needs to be built on trust. Many property investors or SMEs we work with need short-term, flexible working capital to bring new ideas to market or complete a transaction. Therefore, it's important they are honest with us about the loan amount they need to borrow and the timeframe they feel is right for their business needs.

Predicting the future can be challenging for businesses, but those we speak to will be drawing down different amounts from the funding facility over a set period, so they need to try to estimate expected cashflow requirements and anticipate any financial hurdles that may impact them over the next 12 months.

One thing that shouldn't be overlooked is that many opportunities can arise for businesses even in the most difficult economic conditions. We see so many examples of companies that have borrowed from us to capitalise on a market opportunity that might not have presented itself in a more buoyant climate. ●



Reward Finance Group
Established in 2012

Key Products

- Property finance up to £5m, rates from 1% per month over 2 to 12-month terms
- Short-term business finance for SMEs up to £5m, rates from 1% per month over 2 to 12-month terms
- Asset finance from £100,000 to £5m, rates from 12% per annum over 12 to 84-month terms
- Asset-based solutions for SMEs from £100k to £5m, rates of 0.06% daily over 12-months and up terms

Contact

aaron.tinmouth@rewardcf.com
07720 162 916