

Plan A
can't make it.

Plan Alternative
is here.

It's time for

Plan Alternative.

NOT EVERY DEAL FITS YOUR USUAL LENDING STRATEGY. THAT'S WHERE REWARD COMES IN.

We're who you turn to when your clients need more speed, more flexibility or even more imagination than your usual lending strategy can handle.

As the original Plan Alternative lender, you can count on Reward to embrace the complexity and get your clients' deal over the line.



Get. It. Done.

OPPORTUNITY DOESN'T WAIT FOR
UMMS AND AHHS. THAT'S WHY
WE'RE HERE.

In 2010, we launched Reward to fill the void left by traditional funding. We had one goal: to help introducers like you get deals moving for ambitious entrepreneurs.

Today, we're recognised as the original alternative finance provider. We unlock the decisiveness, flexibility and finance your clients need to achieve rapid success and ensure they're ready to strike when opportunity calls.

15+ years experience

£1.45bn funding lent

2k businesses backed





WE SEE RISK DIFFERENTLY.

Our in-house underwriters and dedicated legal partners cut out the middlemen and back instinct, not checklists or algorithms, to get your clients over the line.

WE PUT PEOPLE FIRST.

Our job is to see the person and understand their story behind the numbers. We ask the right questions to secure the right funding, at the right time, on the right terms.

WE SOLVE, NOT JUST LEND.

We shape our deals around your clients' needs and their real-world challenges, not spreadsheets. That's how we unlock funding that other lenders won't.

WE MAKE IT HAPPEN.

We leap into action by twin-tracking deals to speed up decisions and keep your clients moving forward.

WE GIVE CONFIDENCE.

We respond to ambition, not just applications. The result is more than £1.45bn lent to over 2,000 businesses. We help your clients see what's possible and support them throughout their funding journey.



EVERY DEAL STARTS WITH A CONVERSATION. JUST ASK THE PEOPLE WE'VE BACKED...

★★★★★

THEY DO WHAT THEY SAY THEY WILL DO

With Reward, you are dealing with the people who make the decisions. If you are working in property and looking for finance, I highly recommend you talk to them first.

★★★★★

REWARD SAVED MY BUSINESS

Reward put together a package that helped my business through an extremely difficult time. Without their help and support, we would not be in business anymore.

★★★★★

RELIABLE, FAST, SUPPORTIVE LENDING

One of the best services I have received from a lender. I would highly recommend anyone looking for reliable, fast and supportive lending to reach out to Reward.

★★★★★

THEY GET THE JOB DONE

Reward achieved in weeks what had taken another bank months to deliver. Whilst they will not be the cheapest headline rate, they will be fair and commercially viable.

We don't just lend.
We listen.





Let's get down to business.

Unlock more speed, more flexibility
and even more imagination than your
usual lending strategy can handle.

Book a conversation with our team or send
us a deal and see how quickly we can get it
over the line.

Contact the Reward Team here:



**SEND US
YOUR
FEEDBACK**

