

# Financing Solutions For Low Credit Scores

(SE) Chris Ryan December 28, 2011



**Merchants and Consumers are both struggling due to battered credit scores in the wake of an economy still struggling to recover. Real Funding Partners is now offering a Consumer Finance solution that will allow Merchants to offer in house credit to even low credit score applicants. This could potentially lead to mega millions in sales of products and services both for the Merchants who offer them, and the consumers who need them.**

Financing Solutions, were all looking for them, don't let a foreclosure, or low credit score hold you back. [Real Funding Partners](#), the largest single source for privately backed lending solutions, has done it again. With their current offering of products from business lines of credit and cash advances, to commercial and residential mortgage rescue solutions, Shayle Durkin, an Associate with RFP, shares about this new and innovative solution for Merchants who are annually turning away mega millions of dollars in business due to the inability to produce credit for consumers.

"It's a fairly simple product," explains Durkin. "We offer the Merchant financing for their customers that is backed by private investors. And while the banks and traditional lenders are 'tightening the purse strings', we've identified a huge void between consumers and lenders, and we're positioned to fill that gap with private lenders who want to serve that market."

The product covers a wide range of Merchants from elective medical practitioners, to home repair companies and furniture retailers, to medical equipment and scooter manufacturers, to motorcycles and ATV dealerships. "The market is ripe with consumers that can afford low monthly payments for products and services they need, but just can't get a second chance for credit with traditional lenders," says Durkin. "Our product allows what would otherwise be a turned down credit application, to become a sale for the Merchant and a satisfied customer."

"This is a win win for both Merchants and consumers which will result in mega millions in sales which will bolster the economy in a huge way. The product covers products and services from \$1,000 to \$30,000 and gives real buying power to consumers with as low as a 550 credit score. If the Merchant has our consumer finance product, a good percentage of their denied applicants will become paying customers, period."

Explaining a current paradigm shift taking place between consumers and major lenders, RFP President Dr. Hunter Elam stated that "Traditional lending sources have left the market and private lenders, private equity firms, and wealthy individuals with billions of dollars to invest, are moving aggressively to fill the vacuum left by conventional lenders in funding projects in untapped commercial and residential markets."

RFP is actively seeking clients who need funding as well as seasoned executives and experienced professionals who are interested in opening and developing new markets as well as servicing a rapidly growing customer base on a local, regional, and national scale.

About [Real Funding Partners](#) focuses on bringing innovative private lending solutions to meet all types of commercial real estate and selected residential and business financing needs. RFP has the largest portfolio of private lending institutions and investor backed funding sources available. RFP has expanded its product offering to include residential and commercial lease back programs as well as a new consumer financing program for businesses. RFP President & CEO Dr. Hunter Elam has successfully developed, owned and sold several multi-million dollar high tech companies.

