



Balboa Capital Launches Hotel Franchise Financing Program

FOR IMMEDIATE RELEASE

Irvine, California – October 12, 2011 - [Balboa Capital Corporation](#), a leader in [equipment financing](#) in the United States, is pleased to announce that it has just launched a hotel-specific [franchise finance program](#) to assist franchisees within the lodging and hospitality industry. “Our program offers franchisees more access to the funding and [working capital solutions](#) they need to lease equipment, acquire software, remodel or open a new location,” said William McGrew, Business Development Manager at Balboa Capital.

Balboa Capital has been the trusted financing resource for franchisees throughout the United States since 1988. “Our extensive experience in franchise financing, specifically in the hotel and hospitality arena, is a tremendous benefit to hotel franchisees because we fully understand their business and its unique capital requirements,” said Patrick Ontal, Vice President of Sales at Balboa Capital. Mr. Ontal adds, “The franchise finance management team and account managers at Balboa Capital have many decades of combined experience, and we’ve held key positions at some of the most well-known financial institutions in the country.”

Balboa Capital goes one step further by taking into consideration the slow seasons that hotels can experience. “Our hotel-specific franchise finance program is flexible and addresses the seasonality concerns that are commonly experienced by franchisees,” said Mr. McGrew, adding, “Balboa Capital’s custom-tailored finance programs and working capital solutions are just what franchisees need to save money and remain competitive.”

For more information about Balboa Capital’s hotel-specific equipment financing program or franchise financing, please contact Will McGrew at (877) 407-7913, or via e-mail at williamtm@balboacapital.com.

Balboa Capital is one of the largest privately-held independent finance companies in the United States delivering access to capital, speed of processing, dependable funding, industry-leading technology and innovative marketing tools that small and medium-sized customers require to fuel their growth and success. Celebrating 23 years in business in 2011, Balboa Capital markets its products through their small ticket, middle market and vendor sales channels. For more information, please visit www.balboacapital.com. You may also follow Balboa Capital on [Facebook](#) and [Twitter](#).

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