

## Alternative Lending Funds with Flexibility

*RaeAnne Marsh – May 2011*



NEWLY FORMED LAWRENCE/FSW combines the expertise and resources of financial consulting firm Lawrence Financial Group and FSW Funding, the direct-lending division of Factors Southwest, to provide alternative lending options for small businesses, from start-ups to companies with approximately \$30 million in annual revenue.

As a collateral lender, Lawrence/FSW has the flexibility to factor in a business's full financial situation even if it has a concentration of finances on a single client, and allow a business to capitalize on growth projections by, for instance, counting full value of a contract it has been awarded. "We can explore every resource, from receivables, inventory and purchase orders to equipment, real estate, lease values and intellectual property such as trademarks and patents in order to help our clients get the funding they are seeking," says Haze Walker, who manages the joint venture.

With offices in Phoenix and Los Angeles, the collateral lender will assist companies in securing financing for working capital, lines of credit, refinancing and restructuring. Additionally, the firm will generate business loans for needed growth, acquisitions and purchase order funding. "The current economic climate and [banks'] stringent rules for lending make alternative financing an attractive option for businesses that may not otherwise qualify [for a loan]," says Lawrence Hurwitz, CEO of Lawrence Financial Group.

---

**FSW Funding** [fswfunding.com](http://fswfunding.com)

**Lawrence/FSW** [fswfunding.com](http://fswfunding.com)

**Lawrence Financial Group** [lawrencefinancial.com](http://lawrencefinancial.com)