



## An Open Letter

TO: THE BEAUTY INDUSTRY EQUIPMENT  
MANUFACTURERS, DISTRIBUTORS & RESELLERS

Re: Increase sales and profits with funding solutions  
for your customers from Rapid Capital

Dear Exhibitors,

Welcome to The International Esthetics, Cosmetics & Spa Conference. I wish you a successful and profitable show.

Let me explain how my company, Rapid Capital, can make the show even more successful and profitable.

Rapid Capital offers a unique financing option for wholesalers and distributors, suppliers and independent business owners, which allows your customers to obtain capital quickly so they can make purchases from you.

With our Vendor Financing Program, we provide financing to your customers so that they can buy your products, services and supplies on time with no loss of income to you, the vendor.

Our Vendor Financing Program allows vendors to:

- Increase sales by not having to turn away merchants who need more credit
- Offer a financing solution to your customers without any risk to you.
- Receive full payment on goods sold to participants: We pay 100% of your invoice!

### **How Vendor Financing Works**

Our supplier financing solution for businesses may be a great fit for your business's vendor financing needs. Essentially, we finance your customers so that they can purchase your inventory. By offering vendor financing to your customers, you ensure not only that you will make the sale but that you will also be paid 100% of your invoice.

This customer financing for businesses comes with flexible terms at competitive and fair pricing. Rapid Capital has paid vendors and suppliers directly and can fund your customers' purchases.

And the process is easy! When a customer obtains funding through Rapid Capital, you get paid upfront by us for the equipment, inventory or service-related product they purchased. Then, your customer repays us directly at a competitive rate, eliminating any

credit risk to you. Thus, our financing option is a popular choice for those choosing among several customer financing programs.

By supporting your customers that may be younger businesses with low credit scores, we have increased the market potential for vendors and suppliers participating in our vendor financing programs. While others may not have been able to qualify your customers, we can help your customers obtain the financing they need to complete their purchase from you.

### **Benefits of Vendor Financing for Your Customers**

Our merchant financing for customers means that you no longer have to turn down business or decline credit applications. Simply refer a customer who is interested in doing business with you to us, and we will hold their hands and take care of everything. Rapid Capital funds many businesses who have been declined by banks or leasing companies. We work directly with the credit departments of manufacturers, distributors, and local sales offices to make vendor financing fast and flexible.

Your customers will enjoy the following benefits:

- An easy and secure application process
- All credit standings accepted
- Easy repayment.
- Variety of programs to accommodate an individual business's cash flow needs
- Access to funding in as few as two business days

Get ahead of the competition by making financing available to your customers. There are no out-of-pocket expenses incurred by the customer, and you will benefit from larger orders with financing provided by Rapid Capital.

For more information on how you can start offering financing to your customers at no risk to you by taking advantage of our customer financing for small business, contact us today!

Sincerely,

Rapid Capital Inc.

*Joe Gafni*

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Joe Gafni, Founder