



Press Release

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Davenport, Iowa

Rainmaker Software's consulting division is announcing a new coaching program designed to help retailers navigate their way through the growing anxiety and confusion regarding wholesale lending in the industry.

Client Services Director, Bill Carr said, "Independent retailers have had a relatively easy time obtaining floor plan financing until recently. The recent exit of some national wholesale finance companies is having a dramatic impact on many retailers and we believe it is going to get worse. Retailers must get out there and pro-actively develop their options now, before they get the next letter cutting them off."

Although floor plan financing is critical for retailers, many have never had to go out and find their own sources for these funds. Rainmaker's coaching program is designed to help retailers walk through the process of obtaining this financing through local and regional lenders. The program includes help with creating a loan proposal package, business plan and financial statements as well as learning how best to approach non-industry lenders.

"There is money available for dealers to floor plan inventory," said Carr. "The problem is, most banks aren't that educated about our industry and most dealers don't know how to do that educating. That's where we can help."

For information about these coaching services, contact Bill Carr at Rainmaker Software at (800) 336-0339 or bill@getrain.com