



## **Balboa Capital Maintains Growth in Commercial Vehicle Financing Sector; Attends 2015 ATD at NADA Convention and Expo as Exhibitor**

*Top Independent Financing Company adds Finance Managers and Operations Staff Members to Support Commercial Vehicle Dealers Nationwide, and will be an Exhibitor at one of the Leading Automobile and Trucking Events in the United States.*

IRVINE, CALIFORNIA, January 20, 2015 - Balboa Capital, a leading direct lender in the United States since 1988, today announced the hiring of new finance managers and operations staff members for its commercial vehicle dealer financing division. The company will be an exhibitor at the 2015 ATD at NADA Convention and Expo in San Francisco, California.

“The addition of our new finance managers, credit analysts and customer service representatives expands the depth of our commercial vehicle dealer financing division,” said Carla Freberg, Vendor Services Manager at Balboa Capital. “Adding key staff members to our growing team improves our operational efficiency, and allows us to meet the expectations of our dealer partners and their customers.”

Balboa Capital will be an exhibitor at the 2015 ATD at NADA Convention and Expo, which features major truck manufacturers and hundreds of exhibitors showcasing the latest equipment and technologies the industry has to offer. This year’s event will be held at the Moscone Center in San Francisco, California from Thursday, January 22 through Sunday, January 25. Members of Balboa Capital’s commercial vehicle financing team will be in Booth #4187N. “Our team looks forward to presenting our financing platform to truck dealers, truck manufacturers and other industry professionals at the 2015 ATD at NADA Convention and Expo,” said Ms. Freberg. “It is an excellent forum to showcase our fast, hassle-free financing capabilities that help drive sales and increase profits for commercial vehicle dealers throughout the United States.”

Balboa Capital’s vendor financing team will also be providing demonstrations of Portal360, which is the company’s new and improved web-based sales management system that was designed exclusively for its equipment dealer partners. Portal360 helps commercial vehicle dealers proactively manage every aspect of their financing transactions in real time from any computer, laptop, tablet or smartphone that has a secure Internet connection. With Portal360, dealers can calculate lease payments, submit finance applications, track sales performance and run a wide variety of reports.

To learn more about Balboa Capital’s commercial vehicle dealer financing program, contact Carla Freberg at (949) 553-3448 or via email at [carlamf@balboacapital.com](mailto:carlamf@balboacapital.com).

### **About Balboa Capital**

Balboa Capital is a technology-driven financing company that provides business owners with fast, hassle-free solutions to fuel their growth and success. The company specializes in small business loans,

equipment financing, commercial financing, equipment vendor financing and franchise financing. Balboa Capital developed an intuitive online platform that simplifies the entire financing process. Calculators provide instant estimates, applications can be completed and submitted in a matter of minutes, and sophisticated credit scoring technology provides instant decisions. Visit <http://www.balboacapital.com> to learn more.