



## **Balboa Capital Survey: Small Business Owners Continue To Feel Optimistic, Have Increased Investment Goals In 2014**

*Top Independent Financing Company Surveyed Over 300,000 Small Business Owners and More Than 150,000 Business Equipment Dealers in The United States*

IRVINE, CALIFORNIA, January 29, 2014 - A new national survey conducted by leading small business loan provider and equipment financing company Balboa Capital reveals that business owners and equipment dealers feel the US economy is improving, and are planning to hire more employees, increase marketing initiatives and invest in new equipment, among others.

“Our latest survey is a follow-up to one that we conducted six months ago, and the results show that business owners continue to be more optimistic in 2014,” said Jake Dacillo, Marketing Director at Balboa Capital. “What we found is that the majority of business owners and equipment dealers we surveyed have a favorable view of the current economic climate and are taking the steps necessary to achieve growth and increase revenues in 2014.”

Poll results of Balboa Capital’s 2014 Q1 small business survey, more of which are featured in a small business infographic that is free to download and share, include:

- 75% of small business owners and 57% of equipment dealers feel the US economy is improving
- 84% of small business owners and 86% of equipment dealers expect similar or higher revenues in 2014
- 73% of small business owners and 86% of equipment dealers feel confident about the future of their companies
- One in three small business owners will increase their marketing efforts, while one out of every four will purchase capital equipment and add new employees
- One-third of equipment vendors will hire more employees, spend more on marketing and expand their product lines

Balboa Capital is also feeling confident about the economy, and for good reason. The company is experiencing solid growth in each of its financing divisions and has hired more than 20 new employees during the first three weeks of 2014. “As the current economic climate continues to improve, there will be an increased demand for the easy, hassle-free financing products that Balboa Capital offers. As one of the nation’s largest independently owned direct lenders, we have the infrastructure and immense lending power to meet that demand,” said Mr. Dacillo.

### **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.