



Balboa Capital to Showcase Construction Equipment Dealer Financing Capabilities at World of Concrete 2015

Portal360 Online Sales Management System, Speed of Processing, and Large Lending Capacity Highlight Balboa Capital's Construction Equipment Dealer Financing Program. The company will be an exhibitor at World of Concrete 2015 in Las Vegas, Nevada.

IRVINE, CALIFORNIA, February 02, 2015 - Balboa Capital, a leading independent financing company that specializes in construction equipment dealer financing, recently announced the launch of Portal360, which is an industry-leading online sales management system that helps equipment dealers manage all aspects of their customers' financing transactions in real time. Balboa Capital will showcase its construction equipment dealer financing program, plus provide demonstrations of Portal360, at World of Concrete 2015 in Las Vegas, Nevada.

"We are extremely excited about Portal360," said Carla Freberg, Vendor Services Manager at Balboa Capital. "The tools, functionality and user experience are second to none, and it is changing the way equipment dealers are conducting business. We look forward to demonstrating Portal360 at World of Concrete 2015 to construction equipment dealers, construction companies and business consultants who can benefit from our equipment dealer financing program."

Balboa Capital will be one of more than 1,400 exhibitors at World of Concrete 2015 in Las Vegas from February 3-6. "Our attendance at this show underscores our commitment to serving construction equipment dealers throughout the United States," said Ms. Freberg. "Portal360, along with our large lending capacity and fast, hassle-free financing, can help our dealer partners take their sales and customer service to the next level." Balboa Capital's construction equipment dealer financing experts will be on the floor at booth #C6906 to answer questions and share information about the company's financing program.

For more information about construction equipment dealer financing with Balboa Capital, please contact Carla Freberg at (949) 553-3448 or via email at carlamf@balboacapital.com. You can also download a complimentary construction industry infographic that was created by Balboa Capital.

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.