



## **Balboa Capital Launches Portal360, a Next-Generation Online Sales Management System Designed Exclusively for Equipment Vendors**

*On-Demand Transaction Information, Robust Reporting Features, Comprehensive Quote Tools and Mobile Accessibility Highlight Innovative Online Sales Management System for Equipment Vendors. Balboa Capital's Portal360 Will Enable the Company's Equipment Vendor Partners to Manage Their Financing Transactions Across all Devices and Platforms.*

IRVINE, CALIFORNIA, June 24, 2015 - Balboa Capital, a leading independent financing company that specializes in equipment vendor financing, today announced the launch of Portal360, which is the company's next-generation online sales management system designed to meet the needs of equipment dealers in all industries nationwide.

"We invested a significant amount of time and resources to develop Portal360, and we are excited to finally launch it," said Carla Freberg, Vendor Services Manager at Balboa Capital. She adds, "Portal360 is a testament to our longstanding commitment of providing superior value to our equipment vendor partners. It is the perfect complement to our industry-leading financing program that has helped more than 2,200 equipment vendors increase their sales and drive profits."

Portal360 enables equipment vendors to instantly access customizable reports of their submitted applications, pending applications, approved deals and funded transactions. Portal360's robust reporting features also include sales, maturity and delinquency reports. With Portal360, equipment vendors can calculate financing quotes instantly and submit applications in just minutes. Portal360's additional capabilities include instant auto-decisions, email alert notifications, and monthly and yearly sales goal settings. The platform also works with e-signature technology to provide instant and secure transmission of finance applications. This speeds up the financing process and eliminates the need for printing, faxing or mailing.

Portal360 is one-hundred-percent mobile ready; all of its features and tools can be accessed from any mobile device that an equipment vendor chooses to use. "Portal360's mobility is a significant benefit for equipment vendors; it increases their business efficiency and sales opportunities by offering anytime, anywhere access," said Ms. Freberg.

Portal360 replaces Balboa Capital's previous online sales management system but maintains the same core features and functionality, meaning the transition for the company's equipment vendor partners will be virtually seamless. "Portal360's design, site navigation menu and color scheme all center on the user experience. Everything is structured in an easy-to-use manner for our equipment vendor partners," said Ms. Freberg. Balboa Capital created a Portal360 e-brochure that provides a complete overview of the sales management system.

To learn more about Balboa Capital's Portal360, or if you would like to become a Balboa Capital vendor partner, contact Carla Freberg at (949) 553-3448 or via email at [carlamf\(at\)balboacapital.com\(dot\)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. To learn more, visit <http://www.balboacapital.com>.