



Balboa Capital Takes Steps To Maintain Excellent Customer Service While Experiencing Rapid Growth in 2015

Top Independent Financing Company Hires Staff Members To Match Its Growth And Receives High Marks From Business Owners On Three Leading Customer-Driven Review Platforms

IRVINE, CALIFORNIA, August 12, 2015 - Balboa Capital, a leading direct lender that specializes in small business loans and equipment leasing, is taking the steps necessary to maintain excellent customer service during its record year of growth in 2015. The company has added more than 100 new employees during the past twelve months to accommodate its increased volume in small ticket, middle market, franchise, and vendor sales channels.

Balboa Capital's increased staff count in its sales, operations and customer service divisions helps the company meet the financing needs of its customers throughout the United States. As a result, Balboa Capital has received consistently high marks from business owners on three top customer review platforms: The Better Business Bureau (BBB), Trustpilot.com and Net Promoter®.

"In our industry, the importance of good customer service cannot be overestimated," said Robert Rasmussen, Chief Operating Officer at Balboa Capital. "Our high customer satisfaction scores are the result of adding exceptional talent at each of our four offices, and at remote locations across the country. We have the personnel needed to provide our customers and prospects with immediate support for all of their finance-related inquiries."

In 2015, Balboa Capital has achieved and maintained an A+ rating with the Better Business Bureau (BBB), and an average rating of 8.6 (on a 1-10 scale) on Trustpilot, which is one of the largest and fastest-growing consumer review websites. Balboa Capital's high customer satisfaction is also validated by the company's Net Promoter Score (NPS), which is used by small businesses and large corporations worldwide to gauge customer loyalty and determine whether or not customers will recommend a company to others.

As of this post, Balboa Capital has a +77 Net Promoter Score, which is higher than the +38 average Net Promoter Score for the banking industry, as reported in April, 2015. "In today's transparent business world, positive customer reviews and testimonials are critical in driving the growth of a business. We are very proud to see such high marks on some of the most respected and popular customer review platforms," said Mr. Rasmussen.

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>.