

## **National Women's Small Business Month:**

### **Balboa Capital Celebrates Inspiring Female Entrepreneurs Nationwide**

COSTA MESA, CA, SEPTEMBER 25, 2018 – Balboa Capital, a leading direct lender that specializes in small business loans and equipment leasing, is celebrating National Small Business Month in October by offering an assortment of helpful resources for female business owners, and launching online marketing communications efforts to raise awareness of female entrepreneurship.

“National Women's Small Business Month is a time to recognize the millions of inspiring women whose innovative ideas and entrepreneurial spirit are contributing to job growth, and making a positive impact on our nation's economy,” said Carla Freberg, Director of Sales, Vendor Services Group at Balboa Capital. “Our company is celebrating this month-long event by increasing visibility of women business owners and their myriad achievements. Our in-house digital marketing team wrote blog posts and created an infographic that highlights female entrepreneurship. An email campaign with helpful tips and strategies for women business owners was also developed.”

There are more than 11.6 million women-owned businesses in the United States. They employ approximately 9 million workers and generate \$1.9 trillion in annual sales. The Women's Business Ownership Act (H.R. 5050) passed in 1988, and it changed the way female entrepreneurs started and funded their companies. With the passing of H.R. 5050, women can obtain start-up and growth capital easier, plus receive assistance for a number of business-related matters, including marketing, financing, and management. “2018 is the thirtieth anniversary of the Women's Business Ownership Act, a historic measure that opened the doors to easier borrowing,” said Ms. Freberg, adding, “but it can still be difficult for women business owners to secure capital due to certain credit and collateral requirements.” Ms. Freberg said Balboa Capital has typically higher approval rates when compared to conventional lenders. “We make it easy for female business owners to obtain loans and financing. No collateral or extensive paperwork is needed, and we consider all credit scores.”

#### **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 <https://www.balboacapital.com>.