

Some projects are slam dunks. But it often takes creativity, special expertise and just plain moxie to secure financing for some small businesses.

That's what **Craig Evans** of **GE Capital** discovered when he teamed up with **CDC Small Business Finance** to overcome the challenge presented by **Maui Toys** in West Los Angeles.

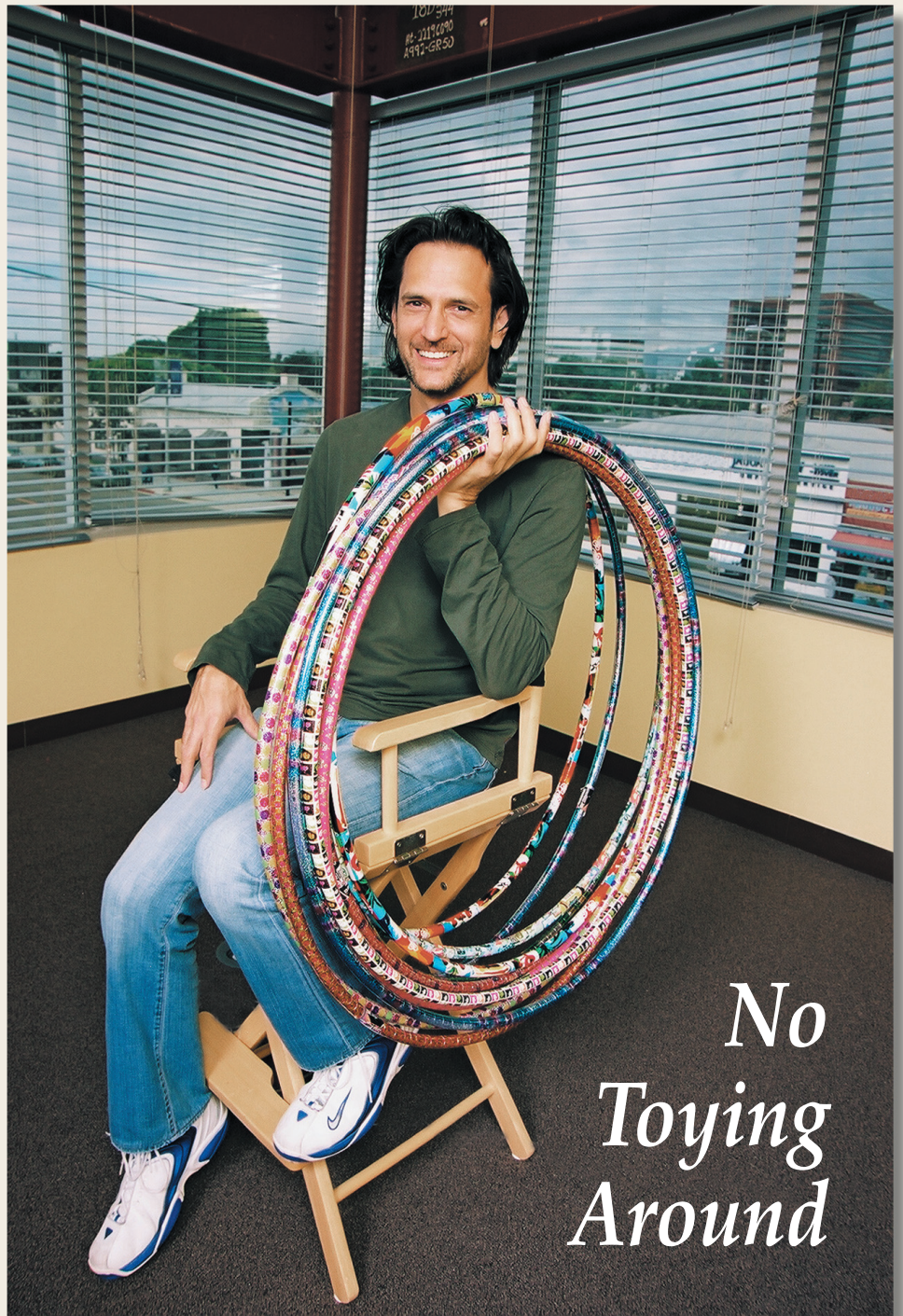
One of the larger manufacturers of Hula Hoops in the world as well as other children's playthings, Maui Toys had spent more than two years constructing a new, three-story, sales headquarters. With construction complete, the company needed permanent, long-range financing to the tune of \$2.2 million. Owner Brian Kessler was at odds with his bank and didn't think a SBA 504 loan was possible.



Craig Evans, GE Capital

"With CDC's expertise, we were able to reimburse the owner for all his construction costs – hard and soft – and structure

the deal so he was able to use the appreciation on the property for the down payment," said Evans.



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"CDC added value to the project through exceptional customer service."

Evans said that in addition to contributing 504 knowledge, CDC responded to GE Capital's needs as well as the borrower's.

"As a lending partner, CDC is top notch," he said. "Loan officer **Dean Aloe** responded to our calls often in minutes. That's how projects are won and lost."



Small Business Finance