

# Lending a Modest, but Vital Hand

What do you get when you combine a caring soul with someone who has a nose for business? Greg Imoohi, owner of OB International in San Bernardino, California.

Initially focusing his business on medical supplies and equipment, he decided to open a pharmacy to create a more steady flow of income. He recognized that the elderly, aging baby boomers and consumers at risk for diabetes represent a growing population that will require increasing care and medications.

Imoohi's business is not unlike many start-up companies that need periodic injections of capital to sustain operations. With proven ability to pay back prior loans, last year he was referred by his bank to **Southern California Reinvestment CDFI** (multi-bank consortium established by CDC Small Business Finance) for a new \$50,000 loan to purchase additional inventory.

"I often refer clients to SoCal



**OB International owner Greg Imoohi**

Reinvestment for smaller loans," said Kim Timoney of **Union Bank of California**. "The client is able to build a solid cash-flow history and later qualify for more substantial funding from us. SoCal refers them back to us when they're ready. It's a great,

mutually beneficial relationship."

Said Imoohi: "The SoCal loan came at a time when I really needed assistance. They were extremely helpful."

Lender	<b>Southern California Reinvestment CDFI</b>
Total Project	\$50,000
Jobs Created/Preserved	3



Small Business Finance