

● INTERMEDIARY PRESENTATION · 2026 EDITION

Two ways to fund your clients' *next* *move.*

Invoice finance for the trading gap. Bridging finance for the property deadline. How to spot each one, explain it in plain English and introduce it with confidence.

BJORN LAKU · DIRECTOR & CMO, CASHBOOK FINANCE

UNPAID INVOICES

Invoice finance

Advance	Up to 90%
Facilities	£10k – £1m
Funds, once set up	24–48 hours

A PROPERTY DEADLINE

Bridging finance

Loan size	Up to £1m
Typical term	3–24 months
Repaid	On sale or refinance

What you'll *take away*.

- 01 **Explain both products in plain English**
Invoice finance and bridging finance, without the jargon
- 02 **Tell them apart in one question**
Is the gap in the sales ledger, or a property deadline?
- 03 **Recognise who each one suits, and who it doesn't**
The checklists, the sectors and the honest exclusions
- 04 **Compare them fairly with bank lending**
Where each wins, and where a bank loan or mortgage is better
- 05 **Spot the cue and make the introduction**
Trigger phrases, opening questions and two 30-second scripts

THE PROMISE OF THIS SESSION

“By the end, you’ll be able to explain either product to a client in thirty seconds, and know which one to mention first.”

The session, *at a glance.*

01

Why clients need funding

Two kinds of gap: the trading cycle and the property deadline

03

Bridging finance

What a bridge is, when it makes sense, LTV, full cost and the exit

05

Your toolkit

Trigger phrases, opening questions and two 30-second explanations

02

Invoice finance

How it works, the main flavours, a £50,000 worked example and who it fits

04

Choosing the right tool

Side by side, against the bank, the myths and the honest limits

06

Working with us

Who we are, how referrals work and what happens next

How familiar are you with *each product?*

• Invoice finance

- ☐ a I could explain it confidently
- ☐ b I know roughly how it works
- ☐ c I've heard of it, but couldn't explain it
- ☐ d It's completely new to me

• Bridging finance

- ☐ a I could explain it confidently
- ☐ b I know roughly how it works
- ☐ c I've heard of it, but couldn't explain it
- ☐ d It's completely new to me

Most rooms know one product far better than the other. That gap is exactly where missed introductions hide.

01 PART 1 OF 6

Why clients *need funding.*

- Two different gaps, and why both are normal
- The trading gap: why profitable B2B firms run short of cash
- The deadline gap: why property moves faster than mortgages

01

Two gaps, *one lender*.

• Invoice finance

The trading gap

The work is done and invoiced, but customers pay in 30, 60 or 90 days. Wages, suppliers and VAT go out first.

THE QUESTION

“How do I fund the business while customers take their time?”

THE ANSWER IS IN

The sales ledger

• Bridging finance

The deadline gap

A property opportunity or deadline arrives before the long-term funding is ready: an auction, a broken chain, a refurbishment.

THE QUESTION

“How do I complete now, and repay when the sale or mortgage lands?”

THE ANSWER IS IN

The property and the exit

Both gaps are about timing, not failure. That's the first thing to say to a client.

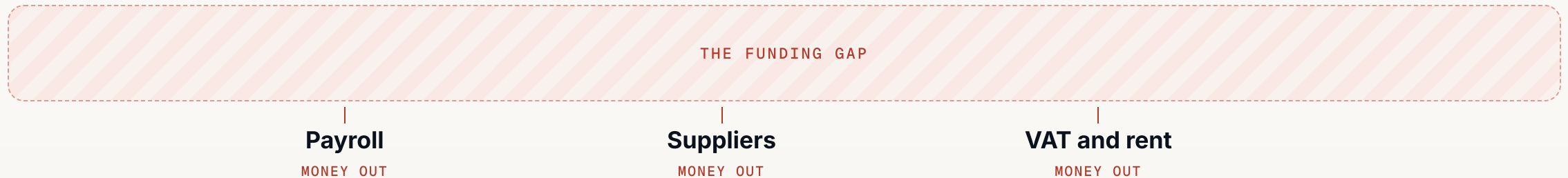
Thirty days in the life of *one invoice*.

Day 0

Work delivered, invoice raised

Day 30+

Cash finally arrives



Profit ≠ cash

Profit is booked on invoice; cash arrives on payment. They can be months apart.

Growth eats cash first

Every new sale on credit consumes wages and materials up front.

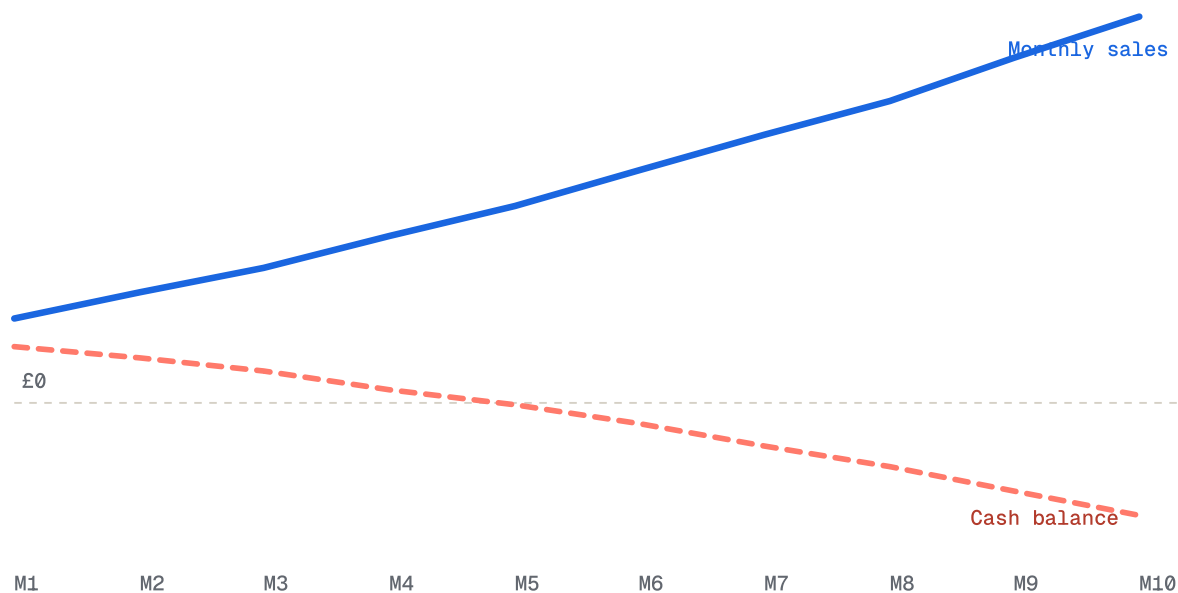
“Overtrading”

Healthy businesses failing for lack of cash, not lack of orders.

Ask the room: what are the longest payment terms you’ve seen a client put up with?

What growth does to *the bank balance*.

ILLUSTRATIVE · A GROWING B2B BUSINESS ON 30-DAY TERMS



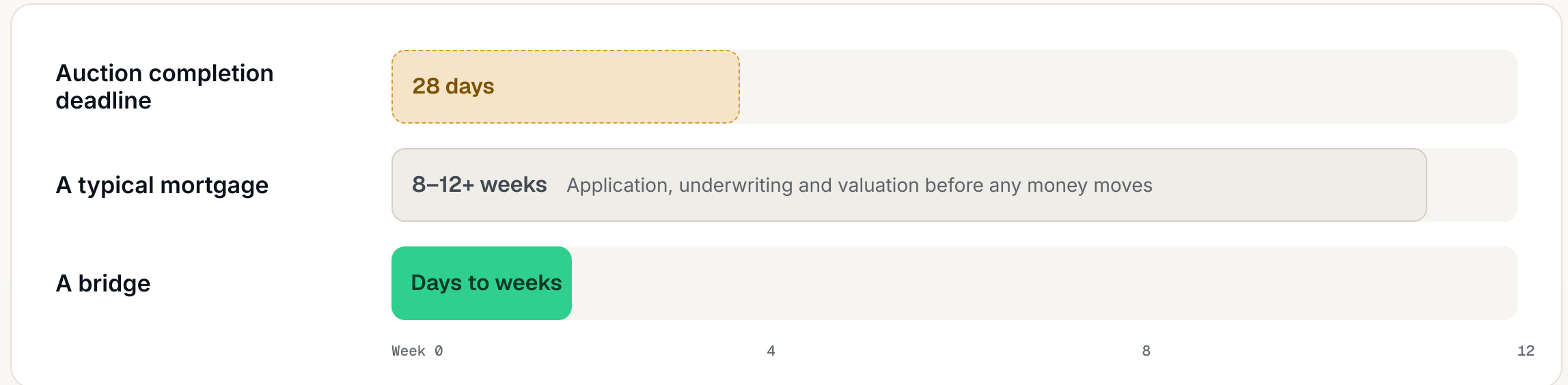
The gap grows with success

Sales climb, but every new order locks more cash into the ledger.

The natural answer

A funding line that grows with sales. That is exactly what invoice finance is.

When the deadline beats *the mortgage*.



Auctions

Usually 28 days to complete once the hammer falls.

Broken chains

A buyer pulls out, but the purchase still has to complete.

Unmortgageable today

A property that needs works before a mortgage lender will touch it.

Illustrative timings. Bridging completion depends on valuation, title, legal work and the quality of the exit evidence.

Invoice finance, *explained.*

- The plain-English definition and how a facility works
- Factoring, discounting and the useful variations
- A £50,000 worked example, the fit and six situations you'll recognise

02

Cash from invoices, *not a loan*.

A facility that releases most of the value of unpaid invoices, usually within 24–48 hours of submitting them once the facility is live.

01

The business invoices

As normal, on normal credit terms.

02

Most of it, now

Up to 90% of approved invoices, typically within 24–48 hours.

03

The rest on payment

The balance, minus agreed fees, when the customer settles.

DEBTOR BOOK

The invoices customers haven't paid yet.

The asset the product is built on.

ADVANCE RATE

The share of each invoice released up front.

The rest follows on payment.

FUNDER

The invoice finance provider.

Banks, independents and specialists all play here.

Set up once, then *a revolving cycle.*

01

Setup

We review the business, its customers and ledger; agree advance, limits and pricing.

02

Trade as normal

Deliver and invoice exactly as before.

03

Submit invoices

Upload or sync across, often from cloud accounting.

04

Advance paid

The agreed percentage lands, typically within 24–48 hours.

05

Customer pays

On normal terms, into a nominated account.

06

Balance released

The remainder, minus fees. Headroom refreshes.

The quiet superpower of step 5: repayment comes from the customer's payment, not from monthly instalments. The facility is self-liquidating, and grows as sales grow.

Two main flavours, *four useful variations.*

	Factoring	Invoice discounting		
WHO CHASES PAYMENT	The funder runs credit control	The business keeps credit control	Selective invoice finance Fund one invoice or one customer, with no whole-ledger commitment.	Timesheet finance For recruiters paying contractors weekly while clients pay monthly.
DO CUSTOMERS KNOW?	Yes, by notice of assignment	Usually confidential		
TYPICALLY SUITS	Smaller firms, or those outsourcing collections	Established firms with in-house credit control	Trade finance Pays suppliers against suitable confirmed orders.	Bad-debt protection Optional cover if an approved customer becomes insolvent.

One sentence to remember: "Factoring is funding plus a collections service, and customers know. Discounting is funding only, and customers usually don't."

Worked example: *the £50,000 invoice.*

INV-2048 · 30-DAY TERMS		ILLUSTRATIVE
Day 0	Invoice raised to the customer	£50,000
Day 1-2	90% advanced to the business	+£45,000
Day 30	Customer pays; balance less a ~2% fee	+£4,000
Received in all		£49,000

ADVANCED

£45k

In 24-48 hours

BALANCE

£4k

When the customer pays

COST

≈ 2%

About £1,000

The point: £45,000 arrives about a month earlier. The fee is the price of that month. Actual advance rates and pricing vary and are agreed in writing before signing.

The good-fit checklist, *and the exclusions.*

LIKELY A GOOD FIT

- ✓ **Sells B2B on credit terms** · 14 to 120 days
- ✓ **Invoices after delivery or completion** · unconditional invoices
- ✓ **Creditworthy customers** · ideally a spread, not one name
- ✓ **Clean paperwork** · order → delivery → invoice
- ✓ **Growing, seasonal or cash-tight despite profit**

Recruitment Healthcare Logistics Wholesale Manufacturing

Exporters Print & packaging Professional services

PROBABLY NOT THE FIRST ANSWER

- ✗ **B2C or cash businesses** · no B2B invoices to fund
- ✗ **Sale-or-return or heavily conditional billing**
- ✗ **Disputed, overdue or hard-to-evidence invoices**
- ✗ **One customer dominating the ledger** without payment history
- ✗ **Very small ledgers**, where minimum fees bite

Construction: fundable but specialist. Applications for payment, retentions and contract terms need the right product. Refer for specialist review, never “no”.

One screening question does most of the work: “Do you invoice other businesses, and then wait to be paid?”

Six situations *you'll recognise.*

The growth business

Order book up 40%, but every new sale waits 60 days to become cash.

THE FIT

Funding that grows with the ledger.

The squeezed middle

Suppliers want paying in 30 days; customers pay in 75.

THE FIT

Releases the cash trapped between the two.

The big contract win

Invoicing doubles, but wages and materials are paid long before cash lands.

THE FIT

The contract becomes the basis of funding.

The payroll-heavy sector

A recruiter pays temps every Friday; clients pay in 45 days.

THE FIT

Why recruitment is among the heaviest users.

The seasonal trader

Invoicing surges in season; a fixed overdraft can't flex with it.

THE FIT

Rises with the ledger in season, falls back after.

Profitable but tight

Healthy margins, full order book, permanently nervous bank balance.

THE FIT

Working capital without new term debt.

What we'll ask for: *the ledger pack.*

THE SALES LEDGER

- ✓ **Aged debtor report** · current, by customer
- ✓ **Sample invoices** with proof of delivery
- ✓ **Customer contracts** or standard terms

THE BUSINESS

- ✓ **Latest accounts** and management figures
- ✓ **Recent bank statements** · business account
- ✓ **Company details** · directors and shareholders

THE FIT

- ✓ **Who the main customers are** and how they pay
- ✓ **Existing finance** and any charges registered
- ✓ **What the cash is for** · the gap in a sentence

A complete, current pack is the single biggest driver of speed. Clients don't need everything for the first conversation.

Bridging finance, *explained.*

- What a bridge is, and the moments it makes sense
- How it works, built backwards from the exit
- Loan-to-value, the full cost and the honest fit check

03

A short-term loan *to bridge the gap.*

A fast, short-term loan secured against property, used to cover a gap until a longer-term plan, usually a sale or a mortgage, comes through.

CASHBOOK FINANCE · BRIDGING FINANCE		INDICATIVE
WHO IT'S FOR	UK businesses and property investors. Business bridging only	
HOW MUCH	Short-term loans up to £1 million	
HOW LONG	Typically 3–24 months	
SECURITY	Buy-to-let, unoccupied residential investment, commercial property or land; first or second charge	
HOW IT'S REPAYED	In one payment, from a sale or a refinance	

The stepping stone

It gets the client across to the sale or the mortgage quickly, then they step off. Temporary by design.

Outside our scope

Owner-occupied homes and consumer-purpose borrowing: never a home the borrower or their family lives in.

The moments *a bridge makes sense.*

01

Auction purchase

Usually 28 days to complete. Bridge now, refinance later.

02

Investment purchase

A time-sensitive acquisition while sale proceeds or long-term funding are pending.

03

Refurbishment

Buy and renovate a property a mortgage won't lend on yet.

04

Development exit

Replace expiring development finance while finished units sell.

05

Below-market deal

Move quickly on a keen price that depends on a fast completion.

06

Business raise

Release short-term capital against property owned, with a clear plan to repay.

Built backwards *from the exit.*

01

Tell us the deal and the exit

The property, the amount and how it will be repaid. The exit is the heart of every bridge.

02

Initial fit, quickly

We target a first response within one working day of the headline information.

03

Valuation and legals

Confirm the security. Timing depends on valuation, title and legal work.

04

Funds, then one repayment

The loan completes; the sale or refinance repays it in a single payment.

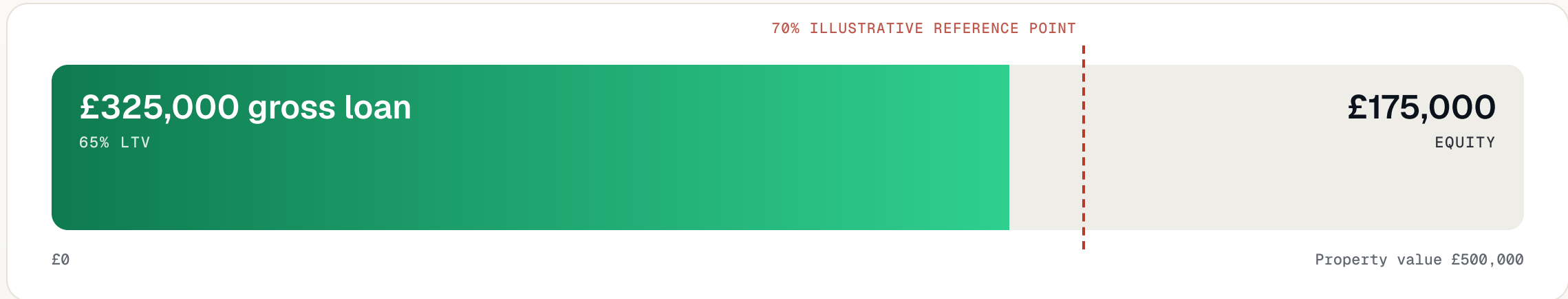
How fast?

Often within days to a couple of weeks, depending on the valuation and legal work.

What counts as an exit?

The sale of a property, or refinancing onto longer-term borrowing, with evidence and a fallback.

LTV in *one picture*.



LOAN-TO-VALUE

65%

£325k ÷ £500k

HEADROOM TO 70%

£25k

Room for valuation movement

SECURITY

UK property

First or second charge

Lower LTV leaves room for a lower valuation or rising costs. An LTV with no margin is one of the most common reasons a bridge stalls.

The full cost of *a bridge*.

£325,000 BRIDGE · £500,000 PROPERTY · 12-MONTH TERM		ILLUSTRATIVE
Gross loan (65% LTV)		£325,000
Arrangement fee, 1%, from the loan		£3,250
Interest at 1% a month, rolled up, 9 months		£29,250
Repaid at exit, month 9 (loan plus interest)		£354,250
If the exit is 3 months late		+£9,750

COST BEFORE VALUATION AND LEGALS

£32,500

Interest is the largest cost

Interest can be rolled up

Often nothing to pay monthly; it is settled with the loan at exit.

Valuation and legal costs are extra and quoted per case. Any minimum interest period is set out in the offer. Every month of delay costs about 1% of the loan in this example.

The exit matters more than *the headline rate*.

LIKELY A GOOD FIT

- ✓ **A real deadline** · a purchase, refinance or refurbishment date
- ✓ **Clear security** that can be valued quickly
- ✓ **A credible exit**, explainable before drawdown
- ✓ **Speed and certainty matter more** than long-term pricing

DANGER SIGNS TO SOLVE FIRST

- ✗ **A vague or speculative exit**
- ✗ **LTV with no margin** for valuation or cost movement
- ✗ **Bridging because affordability fails** elsewhere
- ✗ **Unclear title, planning or legal route**
- ✗ **The need is really long-term**, so a mortgage fits better

One screening question: "How, and when, will the loan be repaid?" If there's no clear answer yet, that's the first conversation.

What we'll ask for: *the property pack.*

THE PROPERTY

- ✓ **Address, type and use** · tenure and condition
- ✓ **Purchase price or estimated value**
- ✓ **Existing lending** secured against it

THE PLAN

- ✓ **The deadline** · auction, completion or refinance date
- ✓ **Works schedule and costs**, if refurbishing
- ✓ **Loan amount and term** the client has in mind

THE EXIT

- ✓ **How it will be repaid** · sale or refinance
- ✓ **Evidence for the exit** · agent view or lender terms
- ✓ **The borrower** · company or SPV and its directors

Valuation, title and the solicitors' timetable set the pace. Start with the exit: if it's clear, the rest follows.

Choosing *the right tool.*

- Invoice finance and bridging, side by side
- How each compares with bank lending
- The myths to retire, and where neither works

04

Ledger gap or *property deadline?*

	● Invoice finance	● Bridging finance
THE GAP IT FILLS	The trading cycle: invoices waiting to be paid	A property deadline before long-term funding
FUNDED AGAINST	Approved B2B invoices	UK property: first or second charge
SIZE	Facilities £10k – £1m	Loans up to £1m
SPEED	24–48 hours per invoice, once set up	Days to a couple of weeks
REPAID BY	Customers paying their invoices	One payment from a sale or refinance
TERM	Revolving; grows with sales	Typically 3–24 months
KEY QUESTION	“Who owes you, and when do they pay?”	“What’s the property, and what’s the exit?”

Some clients need both: invoice finance for the trading cycle and a bridge for a property move. One lender, one conversation.

Where each option *wins*.

	● Invoice finance	● Bridging finance	● Bank loan or mortgage
SPEED TO CASH	Live in days; then 24–48 hrs per invoice	Days to weeks	Often weeks or months
BASED ON	The debtor book	Property value and the exit	Historic accounts and affordability
REPAYMENT	Self-liquidating from customer payments	One payment at exit	Fixed monthly instalments
FLEXIBILITY	Revolving; rises with invoicing	Short, single-purpose	Drawn once; top-ups need a new application
BEST FOR	Working capital in a trading business	Time-critical property moves	Long-term assets and stable ownership

Often the answer is a mix: a term loan or mortgage for the long-term asset, and specialist finance for the timing gap.

Five misconceptions *to retire.*

● Invoice

“It’s for struggling businesses.”

Growth finance. Funders want healthy ledgers; fast-growing firms are the heaviest users.

● Invoice

“Customers will always know.”

Invoice discounting is usually confidential. Disclosed factoring is routine for large customers.

● Invoice

“It’s only for big companies.”

Facilities start small, and selective finance can fund a single invoice.

● Bridging

“Bridging is for desperate borrowers.”

It’s a timing tool for auctions, chains and refurbishments, chosen for speed.

● Bridging

“It’s just an expensive mortgage.”

It’s short-term by design and priced for speed. The exit, not the rate, decides whether it works.

Where they don't work, and why *saying so builds trust.*

• Invoice finance

The cost

A service fee plus a discount charge. Compare like for like, including credit-control value.

Debtor risk remains

With recourse, unpaid invoices reverse after an agreed period unless protection is added.

Invoice quality is everything

Only valid, unconditional invoices for completed work fund well.

Timing, not fundamentals

It won't fix poor margins or chronic bad debts.

• Bridging finance

Interest runs monthly

Every month the exit slips adds cost. Plan for delay.

Security is property

The property may be repossessed if repayments aren't maintained.

The exit must be real

A speculative sale or an unapproved refinance is not an exit.

Not a long-term answer

Stable ownership with no near-term exit points to a mortgage.

05 PART 5 OF 6

Your toolkit *for Monday morning.*

- Trigger phrases for both products
- Questions that open the conversation
- Two 30-second explanations, ready to use word for word

05

Eight phrases that *signal a need*.

“Payroll week is always tight.”

Wages go out weekly;
customers pay monthly.

“We’ve just won a big contract.”

Growth that needs funding
before it pays.

“Can we extend the overdraft?”

Leaning on short-term
borrowing for a trading gap.

“We’re juggling VAT and suppliers.”

Stretching creditors to cover the
gap.

“We’ve won a lot at auction.”

A 28-day completion clock has
started.

“Our buyer pulled out.”

A chain break with a purchase
still to complete.

“The mortgage won’t be ready in time.”

A deadline that a bridge can
meet.

“The development loan expires soon.”

Finished units need more time to
sell.

You don’t need to be a product expert. Your job is pattern recognition plus a warm introduction; we do the rest.

Questions that *open the conversation.*

• Invoice finance

01 Do customers pay you on credit terms?

02 **How long do you usually wait to get paid?**

BEST OPENER

03 Are unpaid invoices limiting growth?

04 Are you relying on overdrafts or short-term borrowing?

05 **Have you ever turned down work because of cash flow?**

BEST OPENER

• Bridging finance

01 Is there a property purchase or refinance with a deadline?

02 **How will the loan be repaid: a sale or a refinance?**

BEST OPENER

03 Is the property mortgageable today, or does it need works?

04 What is the property worth, and what is owed against it?

05 Is it a home anyone in the family lives in? (If yes, it's outside our scope.)

Highlighted questions are the best openers. Two or more "yes" answers make a conversation worth having.

- Invoice finance

“You know how you wait 30, 60, sometimes 90 days for customers to pay? Invoice finance releases that money early. When you raise an invoice, a funder advances most of its value, typically within a day or two. When your customer pays, you receive the rest, minus a fee. It isn’t a loan you repay from future cash flow, and it grows as your sales grow.”

One line: “It turns unpaid invoices into this-week cash.”

- Bridging finance

“When a property deal moves faster than a mortgage can, a bridge fills the gap. It’s a short-term loan secured on the property, usually for 3 to 24 months, that can complete in days or weeks. You repay it in one go when you sell or refinance, so the whole thing is built around a clear exit. It’s for business and investment property, never your own home.”

One line: “Complete now, repay when the sale or mortgage lands.”

Five things *to remember.*

01 Both gaps are about timing

Even profitable, well-run businesses and investors have them.

02 Invoice finance follows the ledger

An advance against issued invoices that scales with sales.

03 Bridging follows the exit

Short-term, property-secured, repaid in one payment from a sale or refinance.

04 The fit is specific

B2B invoices and decent debtors; clear security and a credible exit. Never an owner-occupied home.

05 The opportunity is in conversations you already have

Spot the cue and make the introduction. That's the whole job.

06 PART 6 OF 6

Working *with us.*

- Cashbook Finance in brief
- How referrals work, and what you earn
- What happens next

06

Cashbook Finance, *in brief.*

CASHBOOK FINANCE LIMITED		COMPANY STATEMENT
FCA REGISTER	FRN 782472	
COMPANIES HOUSE	10723098	
FUNDING UK BUSINESSES SINCE	2019	
FUNDED TO DATE	£30m+	
BUSINESSES FUNDED	100+	
DECIDED BY	2 directors	

WHO WE ARE

A UK, FCA-registered lender based at Hay’s Galleria, London SE1.

WHAT WE FUND

Invoice finance, discounting, factoring, selective, timesheet and trade finance, plus short-term business bridging.

WHO WE HELP

UK businesses invoicing other businesses, and property investors with a deadline and a clear exit.

HOW WE WORK

A director reads every case. Initial fit targeted within one working day, then due diligence, documents and funding.

Simple to refer, *clear to earn.*

01

REFERRAL ROUTE

Contact a director

Introduce a client to either director directly, by email or phone. Invoice or bridging, same route.

02

SUPPORT YOU GET

Kept informed

Updates throughout, plus this deck, client product sheets and the introducer pack.

03

REMUNERATION

20% of net income

20% of Cashbook Finance's net income received, paid on completion, under written introducer terms.

Compliance note: members should confirm the requirements of their professional body, network or regulator for introducing commercial finance, including any duty to disclose introducer commission to the client.

Bring us *one conversation*.

Step 01

Book a 15-minute intro call

020 3239 0699

info@cashbookfinance.co.uk

Step 02

Got a client in mind?

Send a short, no-obligation outline (invoices or property) for a quick view on fit. Nothing formal.

Step 03

In your inbox today

This deck, both client product sheets and the introducer pack.

“Bring us one client conversation this month, invoices or property. That’s the whole ask.”

20% OF NET INCOME · PAID ON COMPLETION

Q&A

Your *questions.*

Anything we can't answer live, we'll confirm in the follow-up email.

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