



# Helping You Weather The Storm

At 4Syte we strive to be different from the stereotypical financier. We look beyond “here and now” and focus on what we do best, by providing Financial Peace of Mind.



A Rapid Response,



With A Human Touch





# We strive to be different from the stereotypical financier.

## A Q&A with Nick Sellars, Group Managing Director

Learn More About The 4SYte Team: [www.4syte.co.uk/team](http://www.4syte.co.uk/team)

**A**s we entered 2020 with all the hope a new year brings, no one could have foreseen what was about to come. Covid-19 has totally consumed our lives. It has taken so many lives, devastated economies across the globe and changed the way we live. But how has it affected 4SYte, what has been done to cope with a challenging year, and what does the road ahead look like?

### How did you as a Managing Director react to the news of a national lockdown in March, and how did 4SYte manage the situation?

As this piece goes to publication a year from lockdown number 1, I would not have envisaged this topic completely consuming our lives and conversation. It's January 2021 and deaths and infection rates are at their highest, but green shoots of hope are peeping through as infections appear to be on the turn, which inevitably will lead to fewer deaths. Freedom lies in the vaccine, which is being rolled out with seeming gusto at present. Being the optimist I am, I'm hoping we will be evidencing light and social interaction as you read this.

We do what we always try to do when life altering news is thrown at us, and that's to look it in the face and deal with it. We as lenders cannot solve the problem, so we must adapt, jump on and try and ride the wave. Number one, organise your staff. Send them home and arm them with technology so they can immediately be productive and carry on the good work. Two, speak to your clients. Get their view on how they think they can maintain or hibernate their business, and in some rare cases actually grow and offer them continuous support and dialogue. Three, communicate constantly. I'm sure the notion of video calls was fairly alien to many prior to lockdown one but now it's impossible to go a day without a Teams or Zoom call. Four, inevitably if clients can't work they can't invoice, which affects our revenue. So shout from the roof tops that you're open for business and write new business to replace the lost revenue. Easier said than done, but thanks to the amazing group of people that I'm surrounded by, we stepped up to the task and grew our client base.

### In what ways have your clients been affected and what did you as financiers do to cope with it?

The reason why we love what we do is because we work with real people when dealing with SMEs. Invariably, they're owner-managed businesses who have thrown away the safety harness of 'real employment' and made the leap of faith to running their own business. That is a risk, it's hard work, everything you own is on the line and you deal with every curve ball that's thrown at you because you have to. In this case it happens to be a boulder. Which is why all our clients have been affected. They continue to be affected but 90% of them have managed their way through it and have adapted, and they will continue to be successful. Some will not succeed, because their market has been denied to them and they can't continue. Some are still there thanks to Government incentives, and I have no doubt that they will continue to be there this time next year and we'll still be supporting them. At 4SYte, we coped with it all well and did what we do, which is being responsive, creative, lend money and give the best service we can.

### 4SYte is approved for accreditation under CBILS. How does this support 4SYte Funding?

Well, I can't claim a success story here. Whilst delighted to be accredited to the scheme, our application was purely to provide top-up invoice finance. We thought CBILS would be a good way of funding delayed and non-insured debt to ensure continuity of trade. Many SMEs have taken advantage of the £50k bounce back facility, but we're prohibited from lending to a client that has a bounce back loan. Importantly, cash receipts flowed well and companies by and large have paid their debts on time. We continued to finance pragmatically without Government Guarantees, so our foray into CBILS has been pretty non-existent, but financial support for our clients has not stopped.

### The construction sector has been allowed to continue during lockdown. What benefits and disadvantages does this have for 4SYte Construction?

This sector has struggled. Whilst open for business, often their customer's business has not, so work has been delayed or payment has. Supply of raw materials has been reduced or the cost of such prohibitive, so not a great time for construction. From summer onwards there was significant improvement but we're still a long way from normality, and it's a sector we are keen to support.

### Your 4SYte Trade product includes funding imports into the UK based upon verified purchase orders. How has the various Covid restrictions affected this part of your business?

Covid coupled with Brexit has had a slowing effect on imports. The supply chain has been affected in part from lockdowns and by delayed supplies. Furthermore, bureaucrats revel in additional paperwork to move goods across the border. This is partly familiarising change, but I cannot help feeling there's a political attempt by the EU to make our exit look as difficult as possible.

However, we will adapt and find a commercial solution once we learn how to deal with the bureaucracy and politicians move on to their next agenda. As one port clogs up, other ports step up to the mark. It will be temporary and like everything else will be sorted one way or another. That's what businesses do. The good ones succeed, those unprepared and unwilling to adapt fall by the wayside.

### 4SYte Structured Finance has been consistent and in the main continued to trade as normal. Why do you think this line of business has had an easier time operating during the pandemic compared to the others?

4SYte Structured Finance provides longer term funding secured by a fixed asset for an amount which is largely fixed, save for whatever repayment schedule is put in place. Working capital finance is a moving target, that is funding tied to sales and cash receipts which can fluctuate significantly over a period. If sales are down and funding reduced, there may be a shortage of cash to pay wages and creditors. When that happens beyond your control as your market is cut off through closure, a business must then either rely on its reserves or cut costs to stay alive, and that's when it may lean on its lender for extra cash. On a secured loan, we as a lender may need to assist in deferring interest or principal repayments, and perhaps extend the maturity to reduce any cashflow impact caused by a temporary impact in reduced revenue. But as a lender that can be managed fairly easily over the short term, with the benefit of a decent asset in the background that's not going to disappear any time soon. It's a more gentle approach from a lender's perspective and one which we've been able to manage well over the last year. Certainly, almost all of our Structured Finance clients came out of the first lockdown and were able to resume normal repayments. As I write we're in the third lockdown and those exposed to any sector that is forced to stop trading once again has its work cut out and will be hoping for a quick end. The vaccine this time round is our way out, so the end game is slightly clearer than it was originally. Lenders have to be pragmatic and supportive in the meantime.

### In November, the UK went into a second national lockdown. Now with some previous experience, what did you do differently this time?

We didn't do much differently this time round, because our choices were good the first time: we made sure we were available and close to our clients and we stayed open for business. We'll do the same again. To a large extent many businesses have learnt to adapt to trading in this environment – others can do very little until things open up again.

### What are the most valuable lessons you have learnt this past year?

Stay positive, look forward, communicate frequently, show empathy, take responsibility for yourself and others, be open minded, be pragmatic and have a sense of humour.

### Only a few days into the new year, the UK was hit by yet another lockdown. By having foresight in these uncertain times, what opportunities do you see ahead?

Without being callous, adversity brings opportunity. The financial market, particularly in our sector of funding SMEs, is changing rapidly and in a direction which suits us. We buck the trend insofar as we like dealing with and talking to people; we think provision of financial services to owner-managed business is still a personal one and not one that can be replaced with algorithms, tick boxes and a screen. That's not to say that decent 'tech' shouldn't be part of our arsenal, but personal relationship should be at the heart of it. In uncertain times like this we need to be able to talk to each other and we'll continue to promote a business in which personal relationships form a strong part.

### How do you see the 4SYte Group growing in 2021?

Our eyes are always open to opportunity and by the time this article comes out, we hope we will have already demonstrated some growth in 2021. Notwithstanding that we are very well placed for organic growth throughout our Group, with additional and exciting lines of funding, a larger, more experienced team with the ability to both write and service increased levels of funding, and the desire as a group to perform at the highest level.

### What do you hope to learn and experience going forward?

I learn every day and hope to continue to do that. If you learn from your mistakes then you should always be a better model going forward, so at my age I hope I'm starting to get there at last! Of course, I want to experience success in the future from the base we have built over the last five years, but I also enjoy seeing success in those around us. There's pleasure in everything around us if we open our eyes and see it!



# The 'Go-To' Place For UK SME Financing

The Four Pillars of 4Syte: Invoice Finance, Construction Finance, Trade Finance and Secured Lending

## Here Is How We Offer Financial 'Peace Of Mind'

Providing businesses with the finance they need for working capital, cashflow, business expansion and debt consolidation.



### Funding With a Difference

4Syte Funding offers a range of SME invoice finance services to suit your business.

- Invoice Finance & Full-Service Factoring
- Disclosed Invoice Discounting
- CHOCS

- Quick Response Time with Credit-Backed Decisions
- Debt/Sales Ledger Focused Decisions
- Highly Experienced Professionals
- Hands-On Service Committed to Fast Turnaround



### Construction Specialist

4Syte Construction Finance offers invoice finance services focusing on SMEs in the construction sector as well as other contractual businesses.

- Invoice Finance
- Full-Service Factoring

- Funding Available on Part Contractual Portfolios
- Short Line of Communication to the Decision Makers
- Quick Response Time with Credit-Backed Decisions
- Unlocking Your Cash Against Contracts, Framework Agreements, Application for Payments and Staged Invoices



### Unique Trade Approach

4Syte Trade offers funding for the whole of your trade cycle. 4Syte Trade is available exclusively to Clients taking out invoice finance with a 4Syte company.

- Purchase Finance together with Invoice Finance

- Funding for the Whole of Your Trade Cycle
- Funding Imports Into the UK Based Upon Verified POs
- Funding of UK Only Trade Transactions Based Upon Verified Purchase Orders



### Structured Finance Options

4Syte Structured Finance offers structured business loans to SMEs which are secured against commercial & residential real estate.

- Term Loans
- Bridging Loans
- Interest-Only Loans

- Available to Established & New Start-Ups
- Multiple Different Secured Funding Solutions
- Generous LTVs Offered on Both Residential & Commercial Properties
- Flexible Early Settlements Giving Clients The Option to Refinance or Exit When Possible

## Become An Introducer

Visit [www.4syte.co.uk/introducers](http://www.4syte.co.uk/introducers) to apply or call us on 01245 377 032 to find out more.

We understand that any introduction you make to 4Syte needs to be done with confidence. Confidence in our professionalism, confidence in our experience, and confidence in our approach to customer service. Whether you are Broker, Accountant, Solicitor, or any other financial intermediary we would welcome the opportunity to work with you to provide the right cashflow solution for your Client.

# The Power of 'Foresight'

Qualities we expect our clients and partners to experience in our dealings: *forethought, anticipation, forward-planning, circumspection, attentiveness, vigilance, prudence, care, caution, precaution, readiness, preparedness.*

## Customer Story: Always Delivering

A well-established Haulage business was looking for a £1.5m Confidential Invoice Finance facility to replace their existing bank facility. Whilst the relationship with their incumbent lender had been strong, a change in both personnel and service meant that the client was looking for a new lender with whom they could cement a long-term relationship.

4Syte was introduced due to our excellent reputation for both service and flexibility, and took the time to listen to the client's requirements. This enabled us to tailor a facility that satisfied their needs and gave them the peace of mind they needed to focus on taking the business forward during the coronavirus crisis.

Learn More: [www.4syte.co.uk/customer-stories](http://www.4syte.co.uk/customer-stories)

## Discuss A Facility

### Let's Talk Invoice Finance Today

Paul Barker is our Managing Director of Funding and he can help answer any of your Invoice Finance questions.

✉ [info@4syte.co.uk](mailto:info@4syte.co.uk) ☎ 01245 377 032

🌐 [www.4syte.co.uk/funding](http://www.4syte.co.uk/funding)



## We Don't Run for the Hills When We Hear 'Construction Finance'

Finding a construction finance provider that feels comfortable providing working capital finance for business can be tough going for a sub-contractor providing expertise and solutions to large contractors in the Construction sector. Our unique approach to Construction Finance can help your business achieve its goals faster.

Learn More: [www.4syte.co.uk/blog](http://www.4syte.co.uk/blog)

## Ask An Expert

### Let's Talk Construction Finance Today

Samantha Wilson is our Regional Managing Director (North) and she can help answer any of your Construction Finance questions.

✉ [info@4syte.co.uk](mailto:info@4syte.co.uk) ☎ 01134 033 302

🌐 [www.4syte.co.uk/construction](http://www.4syte.co.uk/construction)



## Providing Working Capital for the Entire Trade Cycle

4Syte provides a total solution for SME financing, and sometimes that means extending the finance over the whole trading cycle. This is where we step in. We will finance the purchase of finished goods where an end sale has been identified, extending your working capital from the point of purchase, to the point of receipt of funds through our complimentary invoice finance solutions.

Read More: [www.4syte.co.uk/blog](http://www.4syte.co.uk/blog)

## Speak to A Professional

### Let's Talk Trade Finance Today

Samantha Wilson is our Regional Managing Director (North) and she can help answer any of your Trade Finance questions.

✉ [info@4syte.co.uk](mailto:info@4syte.co.uk) ☎ 01245 377 032

🌐 [www.4syte.co.uk/trade](http://www.4syte.co.uk/trade)

## “ What Our Clients Say | Structured Finance

“Thank you for doing a deal to support our business during the middle of a pandemic. Thank you for keeping a cool head in amongst all the fear and panic was pervasive during the lockdown. Six months on, this company has moved back into profit and continues to contribute to the wider UK economy with meaningful work. Despite the uncertainty, this business continues to do well. Without the support from 4Syte during that critical period, it would have been even more challenging to keep this business moving forward.”

Happy Customer ★★★★★ Learn More: [www.4syte.co.uk/customer-stories](http://www.4syte.co.uk/customer-stories)

## Need A Cashflow Solution?

### Let's Talk Structured Finance Today

Paul Fenton is Managing Director of Structured Finance and he can help answer any questions you may have.

✉ [info@4syte.co.uk](mailto:info@4syte.co.uk) ☎ 01245 377 032

🌐 [www.4syte.co.uk/finance](http://www.4syte.co.uk/finance)

Learn More About Who We Are As A Company 

Visit [www.4syte.co.uk/about-us](http://www.4syte.co.uk/about-us) to read more about what makes us the business we are today.

Download the Respective  
Criteria Sheets on our Website

Visit [www.4syte.co.uk](http://www.4syte.co.uk) to download yours today!

# Meet Our Management Team

Seasoned management team with decades of relevant experience in inventory, trade, construction and receivables financing, as well as secured lending

Learn More About The 4Syte Team: [www.4syte.co.uk/team](http://www.4syte.co.uk/team)



**Nicholas Sellars A.C.I.B.**  
Group Managing Director

- Chair of Credit Committee for underwriting new facilities.
- Expertise in corporate and international lending, risk analysis and capital markets.
- Director or MD positions in independent Asset Based Lenders since 1993.

**Magnus Gundersen**  
Group Chairman

- Responsible for overall strategy and business development; contributes to new product development and structuring.
- Contributes to Credit Committee and underwriting.
- A seasoned professional with more than 25 years' experience.

**Paul Barker**  
Managing Director | Funding

- Worked in the invoice finance sector for over 20 years.
- Experienced customer relationship manager with additionally an operations background.
- Firms worked for include Aston Rothbury and IGF.

**Samantha Wilson**  
Regional Managing Director (North)

- Responsible for the Leeds office and the Managing Director for 4Syte Construction.
- Highly experienced, having worked for firms like Royal Bank of Scotland, Davenham Trade Finance, Regency Factors and Ultimate Finance.



**Paul Fenton**  
Managing Director | Structured Finance

- Over 25 years' experience in the Finance & Leasing Industry including Secured Lending.
- Started at Credit Lyonnais and worked for firms like Citibank, CIT, Universal Leasing, General Asset Management and more recently Nucleus Property Finance.
- Highly experienced in a variety of roles such as Operations, Sales and Management.

**Sandra Blackledge**  
Group Finance Director

- Responsible for directing financial planning and strategy, and reporting on financial performance.
- Qualified accountant with over 20 years' experience in financial services.
- Previous roles held at Bibby Financial Services Limited and Deloitte UK.

**Natasha Souness**  
Head of Operations

- Responsible for credit, customer management & part of the Credit Committee for new facilities.
- Last 20 years in the invoice finance business with experience across operations and customer management having managed 30 staff and 400 clients.

**Paul Robinson**  
Head of Risk

- Over 30 years in the industry.
- Started at Barclays Sales Finance, also worked for firms like Royal Bank Of Scotland, Eurosales and IGF.
- Undertaken a variety of roles within the industry from Credit Control to Invoice Processing to Client Manager, Audit, Risk Manager and Compliance Officer.

We serve our Clients across all our services. SMEs consider us a **'One-Stop-Shop'** for Invoice Finance, Trade Finance and Secured Loan Facilities.

Nicholas Sellars A.C.I.B. | Group Managing Director

Fit For Business ★★★★★

4Syte Construction assisted a Fit-out company who was experiencing cashflow issues and needed a lender who understood their processes when applying for payment as part of an ongoing contract.

Whilst the business was contractual, the Client had robust systems and processes that 4Syte could adapt to fit our Construction Finance product and we were able to provide a £200,000 facility.

This not only gave them the confidence to tender for new work but gave them comfort that they had a lender onboard to support them with their continuing growth. As testimony to the quality of service provided by 4Syte together with the short line to the decision makers, the Client introduced their sister company and now have the benefit of a group facility with 4Syte.

Thank you for your service over the last couple of days in getting our relationship started. It was looking pretty dim for a while, but it turns out there was a light at the end of the tunnel!

Happy Client

## We have bright, hardworking staff and we try to recruit people with a positive and friendly outlook

### A Q&A with Nick Sellars, Group Managing Director

#### Going through such a challenging year, in what ways has it changed your company and the way you operate?

We know we can operate adequately 100% remotely. However, there is no doubt that productivity increases when we are in the office, feeding off the energy which is created in a group environment. To that end our office is open and functioning but at much lower and alternating staff levels. We miss the social interaction between our colleagues, clients and business partners which makes for successful business and higher productivity in our view. But apart from that we have not changed. Our desire to succeed is as strong as ever and our service ethic the same. We have adapted completely to the situation. That puts us and our clients in the strongest position as we all pull out of this.

#### What changes do you see in your staff and the way that they work?

We have bright, hardworking staff and we try to recruit people with a positive and friendly outlook who we feel have the attributes to be part of a dynamic team. We then try to create the right kind of environment and atmosphere where they can thrive. We try to avoid politics and a blame culture and give responsibility and empowerment to everyone. With that combination, staff will naturally adapt and step up to any kind of change and challenge thrown in front of them. So, I don't see changes in our staff, they've simply done what they're capable of doing and embraced the change. We're very fortunate in that regard.

#### Your tagline is "A Rapid Response, with a Human Touch". How has the 4Syte team been able to live up to this when human face to face interaction has been so restricted?

Of course it is harder when face to face interaction is restricted, but we simply lift our game in other areas where we can be effective, through better and more regular interaction by telephone or just as likely video conferencing and in writing. So in reality our level of communication is greater and the human touch, whilst it is 'virtual', is nonetheless still very much part of our DNA. As for a rapid response, well that's virtually instantaneous.

### Contact Us

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### Our Insights

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