

# 4SYTE



WE CAN'T PREDICT THE FUTURE, BUT WE WILL PREPARE FOR IT.



# 4Syte Past, Present and Future!

A Q&A with Nick Sellars A.C.I.B. | Group Managing Director



**2**021 started off with another national lockdown. However, the uncertain times didn't put a stop to 4Syte's growth plans, and it ended up being an exceptional year with some incredible achievements. So, what were the major accomplishments, how has the team supported the growth, and can 2022 top it?

## **In early 2021 4Syte Group entered into an agreement with Barclays for the transfer of assets from the bank's factoring portfolio. How did this deal contribute to the overall growth of the company?**

In terms of client numbers, quality and revenue as well as market perception, the purchase of the Barclays portfolio made a huge contribution to the Group. In terms of funds out less so, but that was partly attributable to a huge recovery in all our clients' fortunes as client turnover hit, and sometimes exceeded, pre-pandemic levels. There was also tremendous growth in new business.

## **4Syte Structured Finance secured a revolving credit facility with a senior lender in Q1 to support the further expansion of your secured lending portfolio. In what ways has this benefitted the business?**

The plan was always to bring in a quality senior lender once we had funded and built the original platform, the idea being to drive down our cost of funding and to enable us to write more and better-quality business. They are the immediate benefits and we have tried to take advantage of these positives, allowing us to progress to the next stage of our development.

## **4Syte Group was awarded 'Best UK SME Finance Provider 2021' by the Greater London Enterprise Awards, and 4Syte Structured Finance was awarded 'Secured and Bridging Loan Lender of the Year 2021' by the SME Funding Awards. What did these awards mean to you, and how do you feel they reflect the 4Syte brand?**

They are tremendous accolades, which were a complete surprise and not sought after but we were proud and delighted to receive them. The organisations making these awards are highly credible and totally independent in their choice. I'm sure that the successful migration of long-standing clients from Barclays to a relatively young and independent finance business didn't go unnoticed, but the fact that a bank of Barclays' stature put their trust in 4Syte to 'look after' their clients demonstrated our ability and care in this specialist area.

They reflect the 4Syte brand because SMEs are our entire focus and our efforts were recognised during very difficult trading conditions for our clients who could talk to us, and we listened and acted. We focused on cash availability when revenue was hard or impossible to generate, and keeping our doors open for new business when the shutters were slammed shut by some of our competitors.

## **You 'strive to be different from the stereotypical financier'. What differentiates 4Syte from other finance providers?**

I'm sure many financiers have different sets of qualities that are commensurate with those organisations and the price points and service levels they want to achieve. We employ bright, intelligent people; some extremely experienced, some young and hungry that we can train and develop, so the business has a future. We choose them for their personable nature and their ability to talk to people. We delegate responsibility and support their decisions. We want them to be highly responsive to the needs of prospective and existing clients and be commercial, whilst recognising risk. We offer a range of services to SMEs, addressing how best to solve their cashflow needs or longer term structural funding; whether that's funding assets, collecting debt or protecting our clients against insolvency of their customers. Most importantly, we are always available to speak to our clients at the level they need.

## **In what ways are your new London and Yorkshire offices supporting the company's continuous growth?**

Whilst we recognise that working from home carries some benefits and plugs the odd geographical hole where we are not fully represented, we feel our staff and the business benefits creatively and operationally from regular social interaction, with each other, with our clients and with our business partners. That means committing to an office environment.

To do that effectively, we need representation in some key areas, namely Essex, Yorkshire and Central London. Essex is our main operational hub. Yorkshire simply replicates that in the North of England and houses our specialist Construction Finance division. London is a great place for us to meet clients and introducers. Balder Capital stands next to 4Syte as both an investor in the business, but also as an advisory complement working with 4Syte to offer clients more bespoke advice around equity or larger debt raises, or disposals, business valuations or acquisitions.

## **How has your team been coping with the increased workload over this past year, and have you made any changes to how you operate?**

The staff have been magnificent. We always knew that workload would peak during the take-on phase, particularly with the Barclays migration. That was really all hands on deck, and we never knew at the outset how many clients would come over. We have also recruited so there has been a bedding in process for staff and clients alike. As always, whenever there is growth, you must continuously check your processes so you get the right balance of efficiency, service, risk and profitability. My view has always been high service levels equals good risk mitigation. I'm happy that we have achieved the right balance and I believe our clients feel the same.

## **What qualities do you focus on when building and developing your team?**

A capability to buy into our culture is key. The qualities we look for are innate intelligence, quick thinking, taking responsibility, a high service ethic, a team player and finally a sense of humour. The team must be cohesive with a balance of youth and experience. As a growing business we will always look for those that can learn, develop and step up to the mark.

## **4Syte is turning 6 this year. How has the journey been so far? Any achievements you are particularly proud of?**

I'm proud every day I walk into the office and see how we have all grown as a group together. I'm proud of how motivated we all are and how much we care for our clients, the business and each other. We have a creative and dynamic Board and senior management team, and that energy is replicated throughout the whole company.

## **What are some of the most valuable lessons you have learnt in 2021?**

Only that you are never too old to learn. Be decisive and keep an open mind. Spread the work and spread the joy!

## **How do you see the Group growing in 2022?**

I'm sure we will do very well and confident that we will grow in asset terms and profitably. How we do it remains a secret until we do it.

info@4syte.co.uk | Second Floor, Steeple House, Church Lane, Chelmsford CM1 1NH | 01245 377 032

Join us on LinkedIn: 4Syte Ltd



## **Read More From The Team**

Our news and insights are here to give you the latest updates on our company, along with insights and some helpful information. Visit [www.4syte.co.uk/blog](http://www.4syte.co.uk/blog) to learn more.



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

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



## Invoice Finance

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

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



Debt/Sales Ledger Focused Decisions



Available To All Businesses, From The Simple and Straightforward To Those Undergoing Complex Restructuring



We Offer A Full Credit Management Service, Taking Care of Credit Limits and Protecting You from Insolvency

Short Line of Communication to the Decision Makers



## Construction Finance

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 Contractual or Part Contractual Portfolios



Debt/Sales Ledger Focused Decisions



Unlocking Your Cash Against Contracts, Framework Agreements, Application for Payments and Staged Invoices

Hands-On Service



## Trade Finance

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

Committed to Fast Turnaround on Enquiries

Highly Experienced Professionals



## Structured Finance

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 and New Start-Ups



Multiple Different Secured Funding Solutions



Generous LTVs Offered on Both Residential & Commercial Properties

Quick Response Time with Credit-Backed Decisions

## 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 a 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.



## New London and Yorkshire Offices

With the continuous growth of 4Syte Group, we have expanded our offices in London and Yorkshire.



### Our New London Office

27 Furnival Street,  
London EC4A 1JQ

Central location and  
the home of 4Syte  
Structured Finance



### Our New Yorkshire Office

Hub 26, Hunsworth Ln,  
Cleckheaton BD19 4LN

4Syte's base in the  
North and the home  
of 4Syte Construction



## Some highlights from 2021



### 4Syte Group entered into an agreement with Barclays for the transfer of assets from the Bank's factoring portfolio



The deal was a significant step in the growth of the 4Syte factoring business which has continued to thrive despite the pandemic.

"We are very pleased to have agreed the transfer of this factoring portfolio and are looking forward to welcoming a new set of clients into the 4Syte family," said Nick Sellars.

### 4Syte Structured Finance secured significant senior credit facility to support its continued growth



The new funding line supports 4Syte Structured Finance in further expanding its portfolio, which has seen a rapid growth since the firm's inception in January 2019.

"This relationship highlights our strength in the secured lending market. The funding line enables us to support even more SMEs with our niche loan products and appetite to lend to established and start-up businesses alike," said Paul Fenton.

What an absolute **stark contrast 4Syte has been to our previous experience.** In the short time our company has been with **4Syte you have been more help to us than in the past 20 years.** Thank you so much for your help when needed rather than when it happens to suit you. Your flexibility makes life much easier for me.

Happy 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.*



# Meet Our Award-Winning Management Team

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



**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.
- Head of Origination across the Group.
- Business operational management and direction.
- Firms worked for include Aston Rothbury and IGF.



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

- Responsible for the Yorkshire 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.
- Worked for firms like Credit Lyonnais, Citibank, CIT, Universal Leasing, D&D Leasing, General Asset Management and more recently Nucleus Property Finance Ltd.



**Byron Lawless ACCA**  
Director

- Responsible for assisting with the long-term strategy and funding of the Group, as well as with the origination, structuring and execution of ABL deals.
- Chartered Accountant with 15 years of experience in banking and finance.
- Worked for Lehman Brothers, Investec, PNC and SVB.



**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 21 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.



## See more of our team

Visit our website to learn more:

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

A few more things from 2021 that we are proud of...

## 4Syte Structured Finance named 'Secured and Bridging Loan Lender of the Year 2021' by the SME Funding Awards



When announcing the winner, the SME Funding Awards shared the following: "The panel came to a unanimous decision with the Secured and Bridging Loan Lender of the Year winner. It was thought that 4Syte has had an impressive year and has managed to adapt to the climate of the pandemic well."

## 4Syte Group named 'Best UK SME Finance Provider 2021' in the Greater London Enterprise Awards



"It's a great achievement to be recognised by experts in our amazing market for the effort, creativity and service that the whole Team at 4Syte tries to deliver to SMEs day in and day out," said Nick Sellars.



Contact us

Our Insights

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