



The Reverse Rumpelstiltskin Effect: "Turning Gold into Straw"

Have you ever had a big leasing company or major bank *turn down* your doctor?

You ask your financial representative "Why were they declined? They hem-haw a little bit and say, "The notes on the system say slow repayment history, revolving debt to high, open tax lien or judgment present and too many inquires or new accounts in the past six months." End of story! *There goes this month's commission....good-bye quarterly bonus....sayonara the vacation....so long thoughts of a new car...*

You think "This deal was a **piece of gold!** How did it in up as a *pile of straw?*"

"It is a common misconception that the big banks and leasing companies do the due diligence work necessary to understand your transaction and get your doctor approved."

Affinity One has identified this problem as the "**Reverse Rumpelstiltskin Effect – Turning gold into straw**" – Where a large lender takes a perfectly acceptable physician credit and declines the request!

"WHY" you ask?

The answer is "Flow business." Big finance company promise – "Approvals in 15 minutes", but in reality they are promising "Declines in 15 minutes!" Big lenders need "Flow Business" because of the large cost of their infrastructure and employees to man that structure. The average medical application is approximately \$48,000; therefore, Lenders need to decision a number of deals, at a very low cost and in a short amount of time in order to make the economics work to pay for their infrastructure cost. Your Financial Representative simply takes the credit application he gets from the physician and submits it to credit. **THEY DO VERY LITTLE DUE DILIGENCE TO UNDERSTAND THE TRANSACTION BEFORE SUBMITTING TO CREDIT. THEY SIMPLY HAND IT OFF – END OF STORY!**

Once your *piece of gold* flows into this pipeline your client has approximately five minutes (short amount of time) to get approved or declined. The first step in the flow process is to pull a credit report costing about \$3.00 (low cost) to determine the physician's credit score. The system (not a live person) then takes the information from the credit report and compares it to a pre-program credit score card. If it detects a problem with the doctor's credit this system auto-declines the transaction or if the score is within the "grey area" it is sent to a live analyst to be reviewed. Since business must flow quickly through this pipeline the analyst normally has less than five minutes to research and resolve client credit issues and make a yea or nay decision. Since your deal didn't flow through the pipeline it is returned to your finance representative as a *pile of straw*.

Each month Affinity One is receiving four or more bundles of straw that we must Rumpelstiltskin into gold. How does Affinity do that?

Affinity takes the *pile of straw* and starts weaving. First, the Affinity's Healthcare Finance Specialist takes the time to speak with the physician too understand his needs. Second, they're investing the time and money to complete the due diligence necessary to understand the credit and resolve any issues. Third, your transaction is handed by the Affinity Healthcare Specialist directly to a live Credit Analyst who now has all the information necessary to review your *piece of gold*.

One recent example is a \$37,950 physician pile of straw we received from a very dishearten sales representative whose Neurologist, who has been in practice for 15 years, was declined by a big leasing company. The Affinity Healthcare Specialist started weaving by doing the basic credit due diligence necessary to understand the transaction.

This physician had a very acceptable Experian Credit Score of 692, but had an open state tax lien of \$5,286. The representative spoke to the physician, the physician said the lien was paid, but he didn't have a copy of the lien release. The Affinity representative simply picked of the telephone, called the County Clerk in the county where the physician resided, arranged with her to purchase a copy of the lien release for \$10.00 and had it faxed to their office. The copy of the release was submitted as part of a complete finance package for the Credit Analyst. *The Credit Analyst agreed with the Affinity Representative, "This pile of straw was actually a **piece of gold!**"*

Affinity called the dishearten Sales Representative with the good news of the approval – *"Here comes this month's commission....hello quarterly bonus....welcome Cobo San Lucas...let's put the top down on the new car honey!*

AFFINITY ONE HEALTHCARE FINANCE SPECIALIST – Where investing the time and resources necessary is just a normal part of our daily due diligence that keeps your sales efforts on the "*Road to Success*".