



LENDINGFRONT

Powerful Small Business Lending Technology

LendingFront makes delivering capital to businesses easy and convenient for small business lenders.

Time is money, and small business owners prefer speed and convenience over price when applying for a loan. Stop using your valuable commercial bankers and applying traditional commercial lending methods on small loan requests.

Instead, use specialized small business lending technology like LendingFront that segregates your small loan requests from your commercial lending process. LendingFront enables bankers to focus on high value relationships, while small loan applicants experience a fast and streamlined self-serve process.



LendingFront Makes Small Business Lending Simple

Multi-Platform Access

A completely digitized process enables customers to submit loan applications entirely online. From desktop to mobile (and everything in between), there's no need to visit a physical branch, which means loan officers don't get tied up handling small credit requests.

SMB-Specific Credit Criteria

Having helped customers underwrite and service hundreds of millions of dollars in small business loans, we know exactly what to look for in credit applications. LendingFront compiles a complete, 360-degree profile of both a business and its owners, and makes key data such as cash flow and FICO Score easy to see.

Automation & Scoring

Time is money, and when it comes to small credit applications, every second counts. LendingFront helps you save time and cut costs by turning manual processes into rules-based, automated decisions—while still providing the flexibility to maintain control over any part of the process.

Product Structure & Collection Methods

Deliver multiple loan offers in real time, and enable applicants to select the desired term, price, and loan amount based on predetermined credit parameters. Monitor payment history, balances, and other key metrics, and enable collectors to record and track all actions taken to manage delinquent accounts.

Ready to be at the forefront of small business lending?

[LendingFront.com](https://lendingfront.com) • sales@lendingfront.com • (212) 235-7378

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How LendingFront Works



ORIGINATION

Receive applications using LendingFront's white-label customer portal that can be integrated into your website and completed by both the customer or a lending advisor.



UNDERWRITING AND PRODUCT MANAGEMENT

Create and manage your own products, apply your own automation rules, and control pricing and credit policy.



DATA MANAGEMENT

Automatically gather credit data from a wide range of sources including bureaus as well as anti-fraud, AML, and collateral information providers, and social media and review sites.



SERVICING AND COLLECTIONS

Oversee all aspects of loan servicing and portfolio management, from funding to collecting payments to overseeing and reporting on your entire loan portfolio.

Functionality & Benefits



Easy Configurability

Your rules. Your systems. LendingFront is easily (and highly) configurable to both your loan criteria and tech stack.



End-to-End Management

End-to-End Management With LendingFront, you get the entire pie—not just a piece of it. Powering Originations, underwriting, servicing, and collections, it's the complete package for delivering more credit to customers with less overhead and risk.



Complete Control & Transparency

Maintain complete control of your lending decisions and have full visibility into application statuses, payment history, and everything in between.



White Labeled

They're your customers, which is why we believe LendingFront should be your lending solution. Our white label delivery model means we fit seamlessly into the look and feel of your website.



SOC 2 Compliant

SOC 2 Compliant Cyber criminals never sleep, so neither does LendingFront. We keep your customer data safe and secure 24/7, 365 days a year.



Modular and Flexible

Services-driven architecture means clients can use all (or just some) platform modules, APIs, or Web Services.

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