

Getting your banker to say “yes”

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“If you own a business or are thinking of starting one, chances are you will have to deal with a banker. The best way to deal with a banker is to know what they are thinking and what they are wanting,” says Greg Morse, co-author of the book *Getting to YES With Your Banker: A Practical Guide for Small Business Owners*, published by Mike French, Inc.

Morse, founder and CEO of Worthington National Bank in Tarrant County, Texas, partnered with Ron Sturgeon, Fort Worth commercial property developer, entrepreneur and author, to write this sometimes-humorous, always-helpful guide to obtaining financing for your business.

"I have a long-standing business relationship with Ron," said Morse. "Between the two of us, we can probably cover every angle of the loan process, especially as it pertains to small businesses. He has borrowed millions of dollars for his ventures over the years, and I've certainly helped hundreds of entrepreneurs get business loans."

One of the most important aspects of this informative book is its coverage of "tips, traps and secrets." Morse and Sturgeon each provide their own tips on approaching the financing process, and Morse gives additional insight into the secrets your own banker may not share with you.

To learn more about Getting to "Yes" With Your Banker, visit www.gettingtoyeswithyourbanker.com.