



**FIRST INSURANCE<sup>®</sup>**  
— OF CANADA — FUNDING  
A WINTRUST COMPANY

## TAKE CHARGE OF YOUR CASH FLOW WITH PREMIUM FINANCING

It's a fact of doing business that cash flow coming in doesn't always match what's going out. This is particularly true when larger expenses like business insurance premiums fall due.

At FIRST Insurance Funding of Canada (FIRST), we understand the obstacles and offer an easy solution for business owners: premium financing. With premium financing, you can spread the cost of your insurance premiums over the year, smoothing your cash flow and preserving cash for your day-to-day operating needs.

### HOW DOES PREMIUM FUNDING WORK?

It works like a short term loan: FIRST pays your insurance premiums on your behalf, which you pay back over an agreed-upon period; typically between 9 – 12 months. Interest rates are fixed so you're protected from interest rate fluctuations. As well, the interest on the "loan" is calculated on a declining balance and may be paid off at any time — with interest only calculated up to the date of full repayment.

### TOP FIVE BENEFITS OF PARTNERING WITH FIRST FOR YOUR PREMIUM FINANCING NEEDS

Let us help you invest your capital where it's needed most — back in your business. Speak with your Insurance Representative to get started.

- 1 Smooth out your cash flow and preserve working capital**  
Instead of tying up your working capital in a large lump sum insurance policy payment, pay smaller monthly financing instalments and reinvest your capital in your business.
- 2 Real cost to finance is lower than it seems**  
Finance payments may be much more inexpensive than at first glance. Speak to your accountant about the tax deductible benefits.
- 3 Maintain credit with off-book financing**  
Unlike a typical loan, in many cases premium financing does not affect bank covenants or overdraft lines. Traditional borrowing capacity and lines of credit remain intact.
- 4 Consolidate insurance payments**  
Multiple insurance policies can be consolidated into a single premium financing contract, which means you avoid multiple payments.
- 5 Work with a leader in customized financial solutions**  
FIRST has been financing premiums and helping insurance clients grow their businesses for years. We draw on our relationship with Wintrust Financial to offer you effective, customized solutions to suit your needs.

## MORE THAN PREMIUM FUNDING