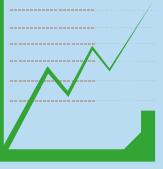


# FINANCIAL SERVICES REVIEW

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## THE BESPOKE BANKER

**T**he Bespoke Banker is a leading middle-market lending advisor, helping businesses eliminate the burden of dealing with financial institutions. The company's bespoke services allow clients to maintain a trusted relationship with lenders, stay ahead of reporting deadlines, loan compliance issues, and working capital needs, as well as rectify misalignments with lenders.

"Businesses today need to handle multiple issues pertaining to supply chain and the complex regulations. As a result, there is often an oversight in compliance reporting and planning with the lenders. We take care of the reporting and conduct trend analysis from the perspective of the financial community, enabling clients to be compliant with lenders' policies and improve the overall general health of the business," says Matthew Salmon, owner, The Bespoke Banker.

The Bespoke Banker realizes that in the middle market space, no two companies are the same. There cannot be a one-size-fits-all approach while serving these businesses. To this end, the company speaks to clients, understands their requirements, and offers a bespoke solution accordingly. Its offerings are always customized based on the personality of the owners, the way they operate, and their goals.



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For instance, one of The Bespoke Banker's clients was struggling to understand why its liquidity was drying up, resulting in line over advances. Working in liaison with the client, the company conducted a comprehensive trend analysis on their sales, receivable availability, and inventory level versus their projections. The analysis revealed the disparity between the

## The Partner to Maintain Lending Relationships



Matthew Salmon,  
Owner

client's expenses and their actual sales. The client immediately adjusted production to reduce inventory expenditure and got back on track. They shared all the information with the lenders to maintain a trusted relationship.

What enables The Bespoke Banker to script these instances of client success is Salmon's extensive experience as a reputable lender. Over the years, he has also interacted with numerous businesses, which enables him to see the challenges that organizations face. He utilizes this experience to build long-term relationships with businesses and lenders.

"The level of communication, trust, and the relationship we create is unmatched in the industry," says Salmon.

In November, The Bespoke Banker launched a partnership with LMC & Co CPAs, LMCLS by The Bespoke Banker. This brings its unique offerings to LMCs clients demonstrating the need for its services.

Salmon has also built a team of experts that has outstanding interpersonal skills. They are able to understand human nature, be empathetic with clients, and understand how people act and decisions are made. This is essential to understand the mentality of owners and design the best solution according to their requirements. **F**



THE BESPOKE BANKER



*The annual listing of 10 companies that are at the forefront of providing Financial Compliance services and impacting the marketplace*