



# Ashley Commercial Finance Helps Build Cash For LAL Construction

When Lincolnshire based LAL Construction Services was recommended to small business invoice finance specialist Ashley Commercial Finance as a smart way of financing a start up business, LAL's Managing Director, Wendy Williams wanted to build on that success and found out more.

LAL Construction Services was set up in April 2005, and although having previously worked with another invoice finance company, Wendy Williams was attracted to specialists, Ashley Commercial Finance and its easy to understand and efficient services. Within three days of the initial phone call, LAL was working alongside Ashley to review its cash flow issues.

LAL's business is predominantly line marking on tarmac. It is involved in small civil engineering projects such as airfields and in particular, making school playgrounds more exciting. Examples of the work completed in playgrounds are designing features including hopscotch type games, giant lily pads and stepping stones. The immediate assistance with the company's invoices meant it could then target larger projects, while feeling secure that its customers were paying up regularly and on time.

Wendy Williams, Managing Director commented: "We were recommended to Ashley, it was their flexibility and service that made them the right choice for LAL. We have found Ashley's services to be very efficient and the people there have always made the extra effort to help us. Ashley has 10 years of experience with our kind of company and the advice on offer reflects this."

Operations Director of Ashley Commercial Finance, Jayne Merriman commented; "Our services are well suited to LAL's business. Once LAL has painted the white lines, it often has to wait many weeks to be paid by the customer, although wages and other expenses have to be paid on a weekly basis. We can easily assist LAL and other similar businesses to maintain good cash flow and allow them to keep their heads above water and grow. We can offer an efficient service and the personal touch growing businesses need".

There is a great 'step by step guide' to invoice finance and more information about the company, which this year celebrates 10 years in business, at [www.ashleyfinance.co.uk](http://www.ashleyfinance.co.uk)