



Commercial Finance

CASE STUDY



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Peter Ainley, Ainleys Accountants

OVERVIEW

With four offices across Liverpool, Congleton, Bradford and Wales, Ainleys Accountants is a well-established, independent practice supporting over 700 clients. Its founder, Peter Ainley, has spent more than 50 years helping businesses navigate growth, tax, succession, and survival. And when it comes to commercial finance, he turns to just one person.

"I trust Paul at Able implicitly," says Peter. "We've worked together for 25 years, and I've never had any reason to go anywhere else. He's the first person I call when a client needs funding – whether it's a complicated case or something straightforward."

WHEN STANDARD LENDING WON'T CUT IT

Around half of the clients Peter refers to Able are under financial pressure – often needing finance quickly or finding that traditional routes just aren't working for them.



"Some are under pressure, yes. But just as many are simply looking for the right solution to grow. Paul understands both situations," says Peter. "He's got the experience to sort out the tricky stuff, but he's also brilliant at sourcing competitive, practical options for the more typical cases."

One recent case involved an insurance brokerage undergoing a complex reorganisation. Paul stepped in and arranged a finance solution that allowed the client to restructure successfully and move forward.

"It was a big one," Peter recalls. "They were going through a major shake-up and needed a product that would actually solve the problem. Paul found it."

WHY AINLEYS CHOOSES ABLE

Peter credits Paul's deep market knowledge and integrity as key to their long-standing partnership.

Peter says: "Paul knows the whole market – it's not just about the best rate, it's about knowing what's really going to work. And he's honest, which counts for a lot."

As someone who's built and sold practices and still leads a busy multi-office accountancy firm, Peter knows the value of trusted partners.

"Look, I've been around a long time," he says. "You can't beat experience, and Paul's got it in spades. I'd recommend him to anyone."



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