

# Custom Financial Info Launches Outreach Initiative to Connect With Struggling SME Owners Amid Economic Turbulence

Connecting with Small Business Owners in a Challenging Climate



## Unlock Funding with Our 60-Second Tool

We help business owners secure capital fast. It all starts with a quick 60-second tool that could unlock your funding potential.

Made with GAMMA

**Las Vegas, Nevada May 23, 2025** ([Issuewire.com](https://www.issuewire.com)) - As inflation persists and lending standards tighten, small and mid-sized businesses (SMEs) across the country are facing increasing difficulty accessing the capital they need to survive and grow. In response, [Custom Financial Info](#) has launched a nationwide outreach initiative designed to connect struggling business owners with personalized funding support—without fees, delays, or red tape.

“In today’s climate, it’s not just about running a business — it’s about surviving with dignity and clarity,” said **Charles Edwards**, founder of Custom Financial Info. “We’ve built a process that prioritizes real conversations, fast matching, and honest outcomes.”

***A Widening Gap Between Banks and Business Owners***

Many traditional lenders have pulled back on small business lending, requiring higher credit scores, more paperwork, and longer review times. As a result, many business owners are left feeling ignored or misunderstood—especially those with unconventional revenue models or inconsistent cash flow.

“We’re seeing a massive disconnect between what small businesses need and what big institutions are willing to offer,” said Edwards. “That’s where we step in.”

### ***A New Approach to Funding Support***

The [Custom Financial Info](#) outreach initiative focuses on delivering fast, personalized service to qualified business owners across the U.S. using a **streamlined 60-second pre-qualification tool**. Backed by a **network of over 100 funding partners**, the platform matches applicants with funding options based on their real business data—not just a credit score.

Every application is reviewed by a real team member to ensure accuracy and alignment, and the service is offered **100% free of charge** to business owners.

“We’re not here to sell loans. We’re here to help business owners understand their options, reclaim their confidence, and move forward,” Edwards added.

### ***Transparency is a Two-Way Street***

While the platform simplifies access to funding, Custom Financial Info also emphasizes the importance of **accurate and honest information** from applicants.

“We’ve built a system that works — but it only works if the business owner is honest,” said Edwards. “We don’t judge the numbers. We just need the truth so we can get them the best options possible. If information is inaccurate, it will come out during underwriting, and that only slows things down or blocks approvals.”

The initiative encourages business owners to be upfront about revenue, debt obligations, existing loans, and credit health so they can be matched to solutions that fit their actual situation.

### ***How to Get Started***

Qualified business owners can begin by visiting [www.CustomFinancialInfo.com](http://www.CustomFinancialInfo.com) and completing the 60-second tool. There are **no fees**, no pressure, and no obligations—just a clear, fast path to funding options tailored to their needs.

“This is about restoring trust in the funding process — and giving business owners a path forward without the runaround,” said Edwards.

### ***About Custom Financial Info***

[Custom Financial Info](#) helps small and mid-sized U.S. businesses access a wide range of funding options through a national network of reputable lenders. The company provides personalized matching, expert insights, and end-to-end support—**at no cost to the business owner**. Custom Financial Info is not a direct lender; all funding is subject to lender approval.

### ***Editorial Disclaimer***

*This press release is for informational purposes only and does not constitute financial advice or a guarantee of funding. All financing is subject to eligibility and underwriting by third-party providers.*



### Your Trusted Funding Partner

- No Fees or Pressure**  
We don't sell loans — we champion your business success.
- 100+ Lenders**  
Access a wide network of lenders for the best fit.
- 90%+ Approval Rate**  
High success for qualified businesses through our free service.
- Fast & Easy**  
We handle all the work quickly for you.

### How It Works: Simple & Streamlined

- Answer Quick Questions**  
Complete our 90-second pre-qualifying tool.
- Get Matched**  
Our team analyzes your profile.
- Receive Funding Options**  
Identify the best funding choices without guesswork.

### Start Now & Get Funded Fast

- 60-Second Tool**  
Quickly kick off your funding journey with ease.
- Funding Within 24 Hours**  
Receive capital swiftly once you qualify.
- We Handle the Rest**  
No hassle, no chasing lenders — just results.

## Media Contact

Custom Financial Info

\*\*\*\*\*@ioncapitalsolutions.online

1-877-869-0885

304 S. Jones Blvd #4366

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