

BUSINESS MATTERS AT OPTRAFAIR

Struggling with practice finances?

Optrafair 2009, to be held at the NEC Birmingham from 4-6 April, is the place to take advantage of free financial advice from industry experts.

Braemar Finance, which has been providing finance solutions to the optical market for sixteen years, prides itself on its personal service provided by its experienced, friendly, support team.

“Braemar can assist with the provision of finance packages to incorporate and maximise the tax benefits that are applicable to your individual circumstances for equipment, vehicle and computer finance, also practice and personal loans and commercial mortgages. Lease, hire purchase and loan products are all available,” said David Foster, Managing Director, Braemar Finance.

Lloyds TSB Healthcare, also exhibiting, prides itself on its dedicated healthcare managers, located around the country. A range of services, including loans that are priced to reflect the professionalism of the sector, are offered, said Terri Aggett, Business Development Support Manager.

Professional Financial Services, led by Principal Simon Wardle, is keen to reassure optical businesses that generous funding is available –

“Almost every call we receive asks ‘are you able to get funds?’ which we certainly are,” he said. “We have no difficulty in getting finance for equipment, shopfitting and vehicles: we are very busy and it flies in the face of all the doom and gloom that is being reported.”

“We are going into Optrafair very positively and we are financing a considerable amount of high end technology including the latest in ophthalmic laser scanning. There is a huge amount of interest in practice refits and we are working with all the major shopfitters. A sector of the optical market is

clearly keen to raise its game, its image and profile. They want to make what they are bringing to market more attractive,” said Simon, who has worked in optical finance for eighteen years.

Also present will be **Performance Finance** which is keen to support new practices and those wishing to expand and extend the services that they offer, particularly with OCT scanning technology.

www.optrafair.co.uk

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