

# Staffing Company Owner Gains Renewed Focus on Growth

*TRICOM Removes Obstacles to Cash Flow, Resulting in Sales and Stability*

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## Overview

### The need

The growth of Integra Business Alternatives was handcuffed due to cash flow issues stemming from their previous funding provider. A bank line of credit required hard assets as collateral for credit, while another funder was extremely selective in the customers that they would fund. This resulted in a less aggressive sales approach, cash flow issues that threatened weekly payroll, and stymied growth.

### The solution

With TRICOM, Integra's line of credit is based on their portfolio of customers that they choose to fund. We also proactively monitor credit needs to ensure Integra has the funding flexibility they need to actively pursue sales and achieve growth goals. TRICOM also took over other tasks such as tax payments and receivables management to eliminate further headaches and time-consuming tasks.

### The benefit

With cash flow worries eliminated, Integra Business Alternatives is able to focus on sales and growth, while enjoying a healthy bottom line with money in the bank. They no longer worry about potentially having to close their doors, are motivated to grow, and for the first time in years are able to enjoy business stability and security.

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Integra Business Solutions was founded by Sonny McGee, President and CEO, with locations in Albany and Columbus, Georgia. Sonny has over 23 years of experience in the staffing industry. His passion is to put people back to work while building customer relationships and providing a great place to work for all his associates.

### Cash Flow Challenges Threatened the Business

As Integra looked to grow, it found that cash flow issues were threatening the business, and certain funding providers were no longer viable options. Sonny explains, "As far as a bank line of credit, they're very limited in the amount of credit you can get. They will not lend based on receivables: you have to have tangible, hard assets in order to collateralize a loan. So banks aren't really an option any more."

He instead turned to a traditional factor for financing, but quickly found that was less than an ideal option as well. "We've had experience with two other companies that I would say are factor-type companies. The most recent one we used, they were extremely selective in the companies they would fund. We only had three or four companies that they were interested in funding," says Sonny.

Not knowing whether or not the factor would fund a new customer had a negative impact on sales. "In terms of my sales people, I just always assumed that they weren't going to fund the account. And so, when my sales people would call me and say, 'I think we have ABC Company as a new client.' My first question to them was, 'How are they going to pay us? Are they going to pay us on receipt?' Instead of saying, 'Oh great! I'm glad we've got new business – what are the terms?'" It basically handcuffed them because they didn't know whether to sell or not. Basically when it came to sales, it's very difficult to describe. You knew that growth was important. But you were afraid of it because you knew it was going to bring additional cash flow issues that you didn't know if you were going to be able to deal with or not."

Sonny quickly found himself in a very uncertain situation. "When you're showing a solid, healthy bottom line, and you're experiencing growth, and everything is going well with the day-to-day operations of the company, and yet, each day, you don't know if you're going to have a positive bank balance. You turn around and look at your receivables, and you see that's where all your money, all your profits, all your operating capital is – it's tied up in receivables. It's a frustrating experience to be sitting there saying, 'Gosh, you know, we're doing great. But we might go out of business tomorrow because we don't have any cash.'"

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*“I can’t say enough about TRICOM. It’s not always what they do. It’s TRICOM as a company: the people that are there. The way they go about their business. They have been tremendous. I would never even dare to think of doing business with another company of this type. And I certainly would be more than happy to recommend them to anybody. I just can’t see where anybody can do a better job than these folks do.”*

— Sonny McGee, President & CEO,  
Integra Business Alternatives

Visit <http://tricom.com/case-studies> to hear Sonny describe his TRICOM experience.

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TRICOM offers a full line of staffing administrative and financial services unmatched by any other provider. By offering consolidation of data and a Staffing Executive Business Suite, coupled with our unparalleled staff expertise, our services allow staffing owners to focus on growth — without worrying about compliance, billing, payroll, or other issues that keep them up at night.

To learn more about how TRICOM may be able to help your staffing company with any administrative or financial needs, please contact us at **888-4-TRICOM** (487-4266) or visit [www.TRICOM.com](http://www.TRICOM.com).

## A New Financial Partner Changes the Game

That’s when Sonny turned to TRICOM.

“They basically saved our life. I can’t put it into words how important us finding and going with TRICOM has been. I appreciate the vote of confidence they gave us in taking us on as a client. We were struggling when I picked up the phone and called Shelly,” say Sonny.

“When Sonny called and explained the challenges with his current funding company, I knew that he wouldn’t have any of those challenges with TRICOM. I knew that not only would TRICOM be able to solve his current frustrations, but that he would be able to grow his current business the way he wanted to,” explains Shelly Wilkinson, Director of Sales for TRICOM.

As an asset based lender, TRICOM uses Sonny’s receivables as collateral for his line of credit. TRICOM assesses Sonny’s credit needs based on his portfolio of customers that he chooses to fund, not by individual customer, so he was able to unleash his sales team and chart his growth more aggressively. “We don’t have to be concerned about growth anymore. We can just go out and sell accounts and not have to worry about ‘how quickly are they going to pay us?’ ‘Can we handle this?’. You don’t have to be handcuffed with growth. And you don’t have to deal with wondering if you’re going to be able to make payroll next week, and make sure you can get your taxes paid. In that regards, TRICOM has been outstanding,” says Sonny.

As Integra continues to grow, TRICOM will proactively monitor its credit needs to ensure the staffing company has the credit it needs when pursuing new customers.

Sonny quickly realized several other benefits of working with TRICOM, including tax payments and receivables management. “They actually pay our taxes for us. That was something that was a headache for us, and they have taken over that. We don’t have to worry about that anymore,” explains Sonny.

In terms of receivables management, Sonny notes that, “We’ve always been fairly good at that. But when you have a large client base, invariably your receivables are going to be quite significant. As far as Amanda [Jadro, Director of Portfolio Management] and her team, they do a great job with helping us to collect. Before we had done that on our own. When we started out with TRICOM we were still doing it, we gradually have turned the majority over to them and have been very pleased with how they’ve handled it.” TRICOM makes calls on behalf of Integra so that his company name stays front and center with his customers.

## Looking Forward to a Healthy Business Future

Sonny found that working with TRICOM not only made a difference in his cash flow woes, but also changed how he manages his company. “It’s opened up a whole new world for me in terms of how I manage my company, how we plan our growth, how aggressive we are, and how secure and stable we feel. And that’s very important. As I sit here today, we have money in the bank. We’re healthy. I’m not afraid of growth. I’m not trying to figure out how I’m going to keep my sales people and my staff motivated. While at the same time I’m not growing too fast. I just cannot describe in words how important this has been.”