



Changing the Future of Finance on a Flexible, Scalable Software

With over a decade of lending experience, Loot CEO, John Cain, runs an innovative lending company that helps other businesses gain access to working capital. His experience makes him an expert in the field and has helped him create a sustainable and successful lending business. John has worked mostly with merchant cash advance (MCA) loans and recently launched a new line of credit product (LOC). These unique loan programs require a flexible and scalable management software.

Key Features

Configurable software Ability to create unique lending products without software restrictions.

MCA Functionality Ability to manage MCA loans and the specifications of these products including features like daily payment frequency, dynamic loan calculation, and reward program configuration.

Key Outcomes

Consolidation of loan portfolio onto a single, scalable platform

Ability to create unique lending products that drives sustainable growth

Increased operational efficiency by consolidating loan portfolios

A flexible and configurable lending platform

Months ago, Loot signed with an LMS that was unable to support their MCA needs. After terminating that relationship, their road finally led to LoanPro, where they are able to manage their LOC product and MCA product on a single platform, creating a seamless, efficient loan management and servicing center.

Before finding the right loan management solution, John's previous company had its own homegrown software that managed and serviced their MCA portfolio. At the time, John had a "build over buy" mindset. This allowed him to save money and create a custom system, but it also left a lot of gaps and eventually needed to be replaced. Not only were they missing functionality, but it was a heavy lift for the team to maintain the software and eventually, it wasn't worth the increased investment.

This time around, John chose a different route for Loot. He explained that the advancements in technology allowed companies like LoanPro to build a specialized, quality product that works for any class of loans. John says his new philosophy on building software is, "We only build when we absolutely have to so we can focus on creating differentiating functionality."

The path from a competitor to LoanPro

Before LoanPro, Loot worked with another loan management software provider. They faced challenges with the implementation of their MCA product with this provider. Some of the major problems included managing different platforms and integrations, ACH processing restrictions, and rigid, inflexible programs. However, the biggest problem was that, when it came down to the basics, the other software couldn't support their MCA product. This drove Loot to partner with an MCA specific software. Now, after a long journey, Loot has landed with LoanPro where they were able to begin implementation of their LOC product and will soon onboard their MCA product onto a single, scalable platform. This will enable Loot to focus on building innovative products rather than forcing their product into a box that isn't flexible and configurable enough to meet the necessary requirements.



Loot's differentiation in B2B lending

When it comes to business-to-business lending, there aren't many lenders who offer products that reward their clients. Loot is different. They offer unique products that keep their customers happy, and keep them coming back. By offering these types of loans, Loot can better maintain their client base and help businesses grow, simply by offering a dynamic product that fits their customers' needs. This type of product isn't possible without flexible software. Because LoanPro is API-first driving the ultimate configurability, Loot can dream up the ideas and LoanPro will adapt to make them happen.

The future of our partnership

Loot and LoanPro are both aligned in bringing innovative, unique, and differentiated lending products to businesses. Both teams are committed to changing the future of finance by offering personalized credit to everyone. Powered by LoanPro, Loot will be able to change the business-to-business industry and provide excellent service and opportunity to their customers. John explained, "Looking to the future, you want flexibility." At LoanPro, we couldn't be happier to partner with innovators like John who understand the potential of the lending industry and the goals we can achieve with a flexible solution.

