



Funding Announcement

Caple supports growth at My Money Expert with long-term, fully unsecured financing

Caple has completed the growth funding of Doncaster-based My Money Expert with a 8-year loan. As with all businesses supported by Caple, the loan required no personal guarantees, floating charges or any other form of security, with loan amounts up to £5m available.

Since formation in 2010, the My Money Expert Group has established a market leading, telephone based, advisory service supporting over 3,000 clients per annum and is now recognised as the #1 ranked pensions advice provider. The business provides independent financial advice to clients in respect of both retirement pension and equity release options. Given the remote nature of the financial advice provided by My Money Expert, the business has performed well over recent months and their impressive growth led them to search for a long-term funding partner to support them during their next phase.

The Caple team worked alongside Partner firm Castle Square to understand the My Money Expert business model and growth opportunity. This is the third deal Caple has completed alongside the team at Castle Square who continue to deliver an efficient process and significant value-add for their client base. As with all deals supported by Caple there is no requirement for external, 3rd party due diligence.

“The funding package offered by Caple will provide the financial security which will allow Management to accelerate the growth plan. Management has built a robust operational model that has delivered exceptional results during the current Covid crisis, emphasised by the significant improvement in both turnover and profits. The team at Caple recognised the significant opportunities presented by My Money Expert and worked to deliver a facility that provides the long-term funding to develop the business.”

Steve Bell, Director, Castle Square

“Andrew and the team at My Money Expert have a proven track record and great opportunity to scale up the business in short order. However, being a people-focused, asset-light business presented a problem in raising appropriate long-term debt financing. The team at Castle Square did an excellent job in translating the story of the business into the Caple technology platform which allowed us to provide the loan in an efficient manner without the need for any 3rd party due diligence and on a fully unsecured basis.”

Sean Brophy, Country Manager, Caple