



Gregory Powell, President Viking Capital, Inc.



Viking Capital, Inc. was established in 1999 in Sausalito, California by Greg, and his brother Bill. Swimming Pool financing has changed significantly in these past 21 years, but Viking Capital’s core values and mission have not. Today, Viking Capital acts in the capacity of “consultant”, working with lenders to pair pool buyers nationwide with the best swimming pool financing options available.

“YOUR CUSTOMERS SHOULD BE FOCUSED ON BUILDING THE POOL OF THEIR DREAMS, NOT THE HASSLE OF FINDING POOL FINANCING.”

Tell us about you and your company, Viking Capital, Inc.

From 1994-1999, I was in sales for GE finance, primarily serving pool builders on the West Coast. There were very few desirable options for swimming pool financing back then, mostly secured loans that required time-consuming paperwork. I noticed there was an obvious gap between industry options and builder needs, and that’s how Viking Capital was born. I left GE in 1999 and joined forces with my brother, with the mission of being a one-stop-shop for desirable pool financing options. We aimed to eliminate the hassle for pool builders offering financing to their customers, and our mission remains unchanged today.

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A **one-stop-shop** for desirable pool financing options that eliminates the hassle for pool builders to offer financing to their customers.

To what do you contribute your company’s longevity and status as a market leader?

I am extremely proud of Viking Capital for weathering the financial crisis of 2008 and beyond. When banks and competitors were closing their doors, we stayed together, continued to fight to stay viable, and eventually bounced back better than ever. This business is built on relationships and I am very proud of what we’ve created here with hundreds of builders and numerous lenders. I am also lucky to have such a great staff. They have years of experience in this field and are as good as it gets.

What is the value to a pool builder to have a financing partner like Viking Capital?

We focus heavily on our service to both borrowers and builders. Being a partner means you get 5-star rated service always. Our technology is exceptional, allowing builders to stay up to speed on all active loans and always be informed. We go to great lengths to make sure every customer and partner has a great experience.

Best Advice For Pool Builders who Offer Financing:

- *Never assume customers have the funds they need.*
- *Make sure everyone knows that financing some or all their project is very common. There’s no downside to applying.*
- *“Sell” financing rather than only offering it to those who ask. It’s a sensitive subject for a lot of people so getting them into the hands of lending professionals will help you sell more and larger projects.*
- *Limit the number of financing sources you recommend to customers. Too many options causes confusion and often leads to multiple hard credit pulls. Builders should focus on building the pool, not the hassle of finding a pool financing provider.*

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