vrs finance
the personal approach

openingdoors
creative
marketing

case study

Opening Doors is a marketing agency that provides marketing communications, marketing consultancy and market research. The company was acquired in 2004 but needed help with expansion. The company needed to relocate from Knutsford to its new premises in Congleton and new computers and a new telephone system were immediately required.

At the time the company had two employees and obtaining backing from the normal sources of finance, such as the banks, was difficult. VRS Equipment Finance entered into consultation with Opening Doors to understand the company's growth plans and requirements. As a result, leasing finance arrangements were put into place that were planned to match the growth of the business but also be affordable.

Four years on Opening Doors has more than doubled its sales revenue, the company is profitable and has obtained further funding from VRS to pursue continued growth.

As Les Wilcock Managing Director of Opening Doors, commented "In the early days finding support was difficult as it is with all small businesses. VRS took a personal approach, spending time to understand our business, our requirements and our growth plans. I don't believe we would be where we are today without their support."