

Do you desire a World in which your cash-flow is always strong?

Welcome to Direct Route, your one-stop shop for credit management support.



DIRECT ROUTE

Commercial Debt Recovery Specialists

Incorporated 1994



“ Yet again, in less than a week you've collected a debt that we could not get in six weeks, and at no cost to me. This service is miles ahead of all the other debt collection methods I have tried. I have no hesitation in recommending Direct Route. ”

Lee Woodcock,
Foremost Magnets Limited

► **Proven Effective Established One of the Premier Debt Recovery Agencies in the United Kingdom**

Direct Route is a business-to-business Debt Collection Agency. Over a period of more than 20 years we have successfully assisted over 12,000 clients, just like you, by speedily bringing monies in using a combination of established and ground-breaking systems. Our foresight has long been envied by many of our competitors. We treat your outstanding money as if it were owed to us, so whether your debt recovery needs are simply a one-off, monthly or on an ad hoc basis we fully support, guide and advise...but most importantly we deliver results. No debt is too small, we're here simply to help you.

► **Platinum Club Membership Zero Cost Recovery on All Values including Court Issue and Enforcement Fees**

Platinum Club is the flagship service of Direct Route and is available to clients who quite simply want their overdue monies paid – legally, professionally, effectively with a no-nonsense approach. The full version of the late payment legislation is imposed upon your debtor to accelerate response and generate speedier payment. The debtor pays for all of the collection process from start to finish (as they legally should do). This means you get zero cost debt recovery in all respects. To activate your Platinum Club Membership, simply contact us for a free review of your internal processes. Ring **01274 223190** to book your evaluation meeting.

► **Fairway Gold Membership Zero Cost Debt Recovery and Subsidised Debt Collection**

Fairway Gold is the pioneering product that changed the way the commercial debt collection industry worked when launched by Direct Route in August 2002. This service produces immediate results for you by enforcing the late payment legislation against your debtor, which funds the vast majority of your collection fees (at the debtor's

expense). All debts up to £3,000 are recovered at zero cost commission to you, with just a 2% recovery commission payable by you upon successful collections of greater value.

► **Fairway Silver Membership Also Zero Cost Debt Recovery and Subsidised Debt Collection**

Fairway Silver works much the same way as Fairway Gold but is slightly more customer retention friendly. In recent times almost all Direct Route clients have migrated to Fairway Gold as it is generally considered to be more effective when results are the main priority. This service again works by enforcing late payment legislation against your debtor, which funds an element of your collection fees. All debts up to £3,000 are recovered at zero cost commission to you, with a recovery commission payable by you upon successful collections of greater value.

► **Bronze Membership Traditional Debt Recovery**

This may be used by you on occasions when the aim is to bring money in with a continued focus on retaining the customer. This is often not ideal to you as the 10% (minimum) recovery commission fees are payable by your office, but we understand that there are times where future relationships and diplomacy are key considerations. Commission applies to successful recoveries only, with a minimum charge of £25.00 + Vat payable on low value debts recovered.

Please note you are free to mix and match all of the above services to suit your needs. At Direct Route we are flexible and here to serve, however you may need us.



Ring 01274 223190 to learn more and book your evaluation meeting.



“ ...it's been 100% successful for us. To have a third party acting on our behalf chasing debts saves us time and money, meaning we can stick to what we do best. Direct Route are hands-on, pro-active and keep you informed every step of the way. It gives us great peace of mind knowing that Direct Route are just a phone call away.”

Stuart Alker, Stupid Tuesday Limited



“ We have had many debts recovered ranging from £13 to £30,000 – all were many months overdue, some more than two years old. We have had payments from several that had unsuccessfully been with solicitors and other debt collection companies. This is the only way I have found of improving cash flow and giving us the greatest chance of getting our money. Quite simply Direct Route are the best we have ever used, or are ever likely to! ”

Phil Millar, Creative Apparel Limited

“ We have been a client of Direct Route for many years. They have a great success rate on recovering our debts, when we have exhausted our credit control procedures. All staff are very helpful and they just get the job done!!! ”

**Caroline Hargreaves,
R&J (Builders Hardware) Limited**

