

Meet Ami Kassar, Founder and CEO of MultiFunding

Jim Ries: [00:00:00] Hello, and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here this morning with Ami Kassar, founder and CEO at MultiFunding.

Ami, how are you today?

Ami Kassar: Good. Thanks for having me, Jim.

Jim Ries: Yeah, thanks for joining us. So Ami, tell us about MultiFunding. Tell us about your role there, and from your perspective, what makes your company unique?

Ami Kassar: Sure, Jim. So I'm the founder and CEO of MultiFunding. I founded it 16 years ago, and our core proposition is to help entrepreneurs stay in control of their company and get the financing solutions they need to grow and expand responsibly.

So really, if you're in need of debt, you can go to your bank, but your bank, which is often down the street from you, may or may not have the best solution for you. Our job is to know the markets like the back of our hand and help you find the best solutions to grow and expand your business. [00:01:00]

Jim Ries: Yeah, so sounds like you're a great resource.

Can I assume that, Do you mostly serve the small to middle market, or-

Ami Kassar: Correct

Jim Ries: ... or no?

Ami Kassar: Yeah. Yeah. Mostly the, mostly individual owners. That's most of our work.

Jim Ries: Got it. Okay. So Ami, when you think about MultiFunding, what would you say you're most proud of, and why?

Ami Kassar: I'm most proud of a lot. I'm most proud of our team.

We have an incredible team. What I love about our team is people, 95% of the time they either last here six months or they never leave, so we're an extremely cohesive culture. And I'm proud of the work we do. Our whole core value here is to treat entrepreneurs as we want to be treated, and we advocate, we stand up for them, and we do right by them.

We've helped a lot of people. We've funded over \$1.2 billion of loans, and I'm super proud of the work that we do.

Jim Ries: Yeah, and as we know if you don't take care of your team, they can't take care of your clients, right?

Ami Kassar: Correct.

Jim Ries: Sounds like you've got [00:02:00] a good thing going there. What would you say you're most excited about heading into the next six months?

Ami Kassar: I mean, ultimately what most excites me is every time we get an entrepreneur on the phone, and if we can help them fulfill their dreams this excites me. So, we're definitely expanding. We are leveraging AI more and more to make our work more efficient and to get better results for our clients, so that's always intriguing to me.

I'm working on my next book. That's also exciting for me. So there's always a lot going on, but what really excites me is in and out, the day-to-day work of helping entrepreneurs.

Jim Ries: Yeah that next client that you can help, right?

Ami Kassar: Correct.

Jim Ries: Yeah. All right, so here's the fun question. What's something about you personally that might surprise the people watching this video?

Ami Kassar: I'm an omnivert. [00:03:00]

Jim Ries: Oh, you gotta go... we need an explanation. An omnivert. That's not an introvert, not an extrovert. It's an omnivert.

Ami Kassar: Well, I'm a functioning introvert, so people think of me as this very outgoing person who loves crowds, and crowds exhaust me. So- ... um, I, I do them and I can function inside them, but after a few hours, I gotta go hide in my room and just run away from everyone for a few hours.

I don't do as much, but I do a fair amount of public speaking, and when I get off a stage, you can find me underneath the table sleeping.

Jim Ries: I love it. I love it. Listen, it's been great having you with us this morning. I know the listening and viewing audience is gonna enjoy this. Thanks for your honesty and sharing so much information about MultiFunding, and good luck to you and your team.

Cheers to your continued growth and success, and I know I'll be talking to you soon.

Ami Kassar: Great. Thank you so much, Jim. Always a pleasure to be with you.

Jim Ries: You betcha, thanks. [00:04:00] Bye.