

# FOR IMMEDIATE RELEASE

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## THE NEW WAY TO MANAGE YOUR TRADE DEBT

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Business owners can now access a dedicated, and free (To register), debt management web site in their fight against the late payment culture that threatens UK businesses. The web site called Debttrack.com, created by Freestart plc (FSP), gives users the opportunity to significantly reduce bad debt, increase credit sales and improve profitability.

The system is an interactive business tool that manages the sales ledger and chases outstanding invoices at the touch of a button. Debttrack's™ easy to use interface, allows the user to enter as many client's details and invoices as they wish. Debttrack's™ unique debt profiling software automatically displays the data in a way, which you can easily see, which debts are outstanding and by how long.

At the users command Debttrack will send out 3rd party recovery letters, claims or statutory notices demanding payment of the overdue monies. An automated diary system follows up every action and allows users to send mini statements to clients. Desktop access to "real time" company credit reports allows business critical decisions to be made in confidence. Once registered, which is free, Debttrack.com is a pay as you go system with all costs visible to help users to make the correct commercial decision.

Earl Crooks (CEO) of FSP says, " Debttracks approach is simple, to give business owners a simple, cost effective and accessible way to manage their trade debt, We are totally committed to the ongoing development of Debttrack, ensuring that it becomes the first-choice Debt management solution for SME businesses in the UK."

In summary Debttrack will enhance a business's credit control department maximising its cash flow & reducing its debtor days.

To find out the new way to start managing your trade debt, visit [www.debttrack.com](http://www.debttrack.com)

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