

# NEFA NOTE

BRINGING YOUR ASSOCIATION TO YOU

Q3 2024

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## NEFA Note

### — A Message from the CEO



Chad Sluss

#### *Hello NEFA Members,*

I hope you are well and having a great year!

The association is here to support our members by providing opportunities for you to connect with the community, educational offerings for personal and business growth, connections through the community, events, discount programs and industry resources to name a few.

The NEFA Board of Directors made significant investments in the association this year as part of the 2024 – 2026 Strategic plan as outlined below:

- Education
  - Hiring a new Manager of Education – Skip Wehner
  - Virtual Programs
  - Educational programs at many regional events
  - Monthly Knowledge Exchange Roundtable Discussions on various industry topics
- Enhanced networking at various events
- Member Spotlight program launched in 2024 with plans to enhance in 2025
- Enhanced member portal (coming soon in 2024) - providing more virtual connections, access to NEFA resources, discussion board, committee tools, educational programs, whitepapers, and enhanced online member directory
- Hired a full time Administrative Assistant – Jane Bos

#### Membership

NEFA has over 400 member companies, which includes 60 new companies that joined the association this year. Please welcome these new members into the community and connect with them.

#### Upcoming Events:

- November 11 – 13 – Fall Conference (JW Marriott - Indianapolis, IN)
- Knowledge Exchange: Diversity, Equity & Inclusion (featuring Dr. Tana Session)



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- December 17 – Knowledge Exchange: Technology
- March 11-13, 2025 – Spring Conference (Omni La Costa – Carlsbad, CA)
- October 13-16, 2025 - Fall Conference (Minneapolis, MN)

We hope you will get involved in NEFA and attend an event this year. As always, remember to “Think NEFA First” for your industry needs.

Sincerely,  
Chad Sluss, Chief Executive Officer  
[csluss@nefassociation.org](mailto:csluss@nefassociation.org)



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# The Importance of Fostering Strong Customer Relationships in a Remote World for Equipment Finance

***By: Tara Aasand,  
VP Sales & Relationship  
Management - LTi  
Technology Solutions***

The equipment finance industry has been built on the foundation of strong customer relationships. At LTi, we value customer relationships and consider our clients to be our partners and we are deeply committed to their success.

Ensuring customer satisfaction is our #1 priority - it is a cornerstone of our strategy for success that has sustained us for 35 years as pioneers in the industry.

However, as remote work increasingly becomes the new normal, maintaining these relationships has become more complex—and more critical. In today's digital-first environment, the companies that prioritize fostering meaningful connections will drive customer loyalty, trust, and sustainable business growth.

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We recognize that cultivating strong client relationships is essential to the success of any business. We've developed proven strategies to ensure that we're building long term, trusting customer relationships. These strategies have been the key to LTI's success in attracting and retaining top tier clients.

Here's LTI's curated list of top six strategies for fostering strong customer relationships in our new digital remote world:

### **1. Build Trust in a Digital-First World**

Trust is the backbone of our industry. Historically, face-to-face interactions have been central to building that trust. Now, with the increasing shift towards remote work, clients no longer have the myriad of opportunities to engage with representatives face-to-face. As a result, we need to get creative and find new ways to nurture and maintain these relationships otherwise the physical disconnect can erode hard-earned trust.

In this digital landscape, transparent communication and frequent updates are of paramount importance. Fostering meaningful customer connections is a key factor in maintaining customer loyalty, building trust and ensuring long-term business growth. Customers need reassurance that even without physical interactions, their financing solutions will continue to be managed with care. Offering personalized video calls, prompt emails, and real-time messaging, are a few ways that businesses can reinforce trust and strengthen these critical connections to build and reinforce trust.

### **2. Leverage Technology to Deepen Engagement**

Technology is now the primary channel through which we engage with customers. For equipment finance companies, tools like customer relationship management (CRM) systems, video conferencing platforms, and real time self-serve tools have become indispensable.

CRMs allow us to track customer interactions and provide tailored, timely responses. Video conferencing can offer a personal touch, helping replicate the face-to-face experience. And, self-serve tools enable efficient, instant access to customer inquiries, enhancing the overall experience. By using these technologies effectively, companies can foster stronger relationships and provide a level of service that goes above and beyond. These technologies not only make remote interactions smoother but also allow sales representatives to personalize services at scale, tailoring communications to individual client needs.

### **3. Adapt to New Customer Expectations**

The shift to remote work has also shifted and reshaped customer expectations. Clients now demand faster service, more flexibility, and user-friendly digital tools to manage their equipment financing needs. Companies that fail to adapt and meet these evolving demands may risk losing out to more agile competitors who embrace these changes.

At LTI, we invest in learning about our clients' challenges and business goals. By actively listening to customer feedback and implementing digital tools like self-service portals that offer digital contract signing, real time updates and answers on demand, companies can stay ahead. Offering flexible financing options and quick, responsive service ensures that customers who prioritize convenience and



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speed will continue to choose your business over the competition.

### **4. Strengthen Customer Loyalty for Long-Term Success**

Customer loyalty is the cornerstone of long-term success in the equipment finance industry. Given the high-value, complex nature of financial offerings, maintaining strong relationships is key to repeat business and sustained growth. Making the effort to stay connected with customers demonstrates the value that the client relationship holds beyond the transaction itself.

Regular check-ins, proactive problem-solving and support, and a value-driven online presence go a long way toward reinforcing customer loyalty. Additionally, offering value-added services—whether through expert advice or industry insights—can demonstrate to your clients that you're invested in their success and that we are not just a vendor, but a trusted partner.

### **5. Expand Communication Channels for a Seamless Experience**

In a remote world, relying on just one form of communication is no longer enough. Understanding the platforms your client relies on or prefers most can be the key to building strong relationships. Do they prefer video conference calls, emails, social media or a quick weekly call or newsletter? In which situation are each of these communication channels most appropriate for your client? Equipment finance companies must embrace an omni channel approach to engage clients where and how they prefer.

From emails and phone calls to social media engagement and newsletters, offering multiple communication avenues ensures that customers feel supported and connected. This flexibility and omni channel approach creates a seamless experience that builds stronger relationships and drives customer satisfaction.

### **6. Cultivate Empathy in Customer Interactions**

Remote work can feel impersonal. In this environment, empathy is more important than ever. Customers need to know that we understand their unique challenges and are willing to work with them to find solutions.

Empathy-driven customer service builds deeper connections. Whether it's offering flexible payment options during tough times or simply acknowledging the difficulties of managing a business remotely, showing care and understanding goes a long way in fostering long-lasting partnerships.

## **Conclusion**

As the equipment finance industry continues to evolve to the remote work era, fostering strong customer relationships is not just a business strategy - it is a necessity. At LTI, our 35 year success has been built on strong client relationships. It remains a crucial factor in building customer retention and driving growth. By leveraging advanced technologies, expanding communication strategies across all key client touchpoints, and maintaining trust through transparency, equipment finance companies can build lasting connections that drive growth and lasting customer loyalty. In a world where face-to-face interactions are no longer the norm, those who prioritize cultivating these meaningful, digital-first relationships will see long-term success.



Q3 EDITION

HARRINGTON, DELAWARE

FALL 2024

# GET IMMEDIATE CAPITAL FOR CHARGED-OFF ACCOUNTS

## The Art of Staying Ahead of the Unknown

In the equipment finance industry, staying ahead of market trends and navigating an unpredictable economic outlook can feel like trying to predict the unpredictable.

One strategy that's often overlooked, but can provide significant advantages, is selling bad debt. Beyond just cleaning up your financials, this approach offers key benefits that can strengthen your business.

## Why Sell?

Charged-off accounts can weigh heavily on your financials, particularly when recovery efforts fall short. Collection efforts require staff, time, and resources, and since time is money, offloading these



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accounts can lead to significant cost savings. Selling charged-off debt not only cuts operational costs but also provides immediate cash flow—much faster than waiting on uncertain recovery outcomes.

Another advantage of selling bad debt is that it allows your business to refocus on core operations. By reallocating resources to revenue-generating activities, you're making a strategic, forward-thinking decision that bolsters your bottom line. Selling debt gives you a predictable financial outcome, empowering you to better plan for the future.

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SAVE TIME



# *Navigating ESG in Equipment Finance: Opportunities and Challenges*

*Written By: Avtech Capital, LLC*

The integration of Environmental, Social, and Governance (ESG) factors into business strategies has moved from an emerging trend to a necessity. As investors and consumers increasingly prioritize sustainability, equipment finance companies are feeling the pressure to align with ESG values. A 2022 study by asset management firm Capital Group found that 85 percent of investors consider ESG issues in some form as part of their investment approach.

But what does that really mean for the equipment finance industry, and how can lenders navigate these shifting expectations?

### **The ESG Imperative: More Than a Buzzword**

For years, ESG was often viewed as a niche concern, a box to tick for companies wanting to appear progressive. Now, it's a core component of long-term value creation, shaping the way businesses operate and attract capital. Lenders in the equipment finance space are uniquely positioned to influence these decisions by helping companies invest in more sustainable and ethical equipment choices.

One surprising shift? It's no longer just about reducing carbon footprints. Governance, which involves ensuring ethical business practices, and social factors like labor rights and community impact, are equally critical. Companies are realizing that failing to meet these standards could jeopardize their reputation and access to financing.

### **How Lenders Can Adapt**

Adapting to ESG is not just about offering "green" loans or financing electric vehicles. It's about embedding these values into every part of the lending process, from credit evaluations to long-term partnerships. Here's where the challenge and opportunity emerge:

1. Risk Assessment with an ESG Lens: Equipment lenders need to consider how ESG-related risks, like regulatory changes or environmental damage, could impact the long-term viability of financed assets. For instance, industries that are heavy polluters may soon face stiffer regulations, affecting their bottom lines and ability to repay loans. Lenders can mitigate this by integrating ESG into their credit risk models, proactively identifying assets that will stand the test of time.

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2. Incentivizing Sustainable Choices: There's a chance to take the lead in promoting sustainable options. Offering lower rates or better terms for businesses investing in energy-efficient equipment, waste-reduction technology, or equipment that supports a circular economy can encourage companies to make more responsible decisions.

3. Leveraging Technology and Data: Monitoring and measuring ESG impact is complex, but advancements in AI and data analytics can make it easier for lenders to track the performance and sustainability metrics of financed equipment. This technology can ensure greater transparency and accountability, helping to build trust between lenders and borrowers.

### Opportunities for Businesses Aligning with ESG Values

Businesses that align with ESG principles are finding themselves ahead of the curve—not just in terms of reputation, but also in securing capital. Here's why:

- **Access to ESG-Friendly Financing:** As lenders prioritize companies with strong ESG frameworks, businesses that have already incorporated sustainability into their operations can benefit from more favorable financing terms. Lenders are increasingly looking to fund projects that reduce carbon emissions, improve social outcomes, and maintain high standards of governance.
- **Long-Term Resilience:** Equipment that is environmentally sustainable is often more efficient, reducing operating costs over time. Companies that invest in socially responsible assets also tend to experience fewer regulatory setbacks and maintain stronger stakeholder relationships. All of this adds up to businesses that are better equipped to weather economic shifts and market volatility.
- **Attracting Investment and Customers:** An emphasis on ESG is no longer optional for companies seeking to grow. Investors and customers alike are holding businesses accountable for their social and environmental impacts. Equipment that supports ESG goals can help businesses tap into new customer bases and attract investors who are increasingly drawn to companies with a strong ESG foundation.

### The Path Forward for Lenders

Navigating the ESG landscape is not without its challenges, but the rewards for those willing to adapt are significant. By embedding ESG considerations into risk assessments, leveraging new technologies, and actively promoting sustainable investments, equipment finance lenders can lead the way in transforming industries and helping businesses future-proof their operations.

At Avtech Capital, we see ESG as more than a trend; it's an opportunity to finance a better future. Lenders who can embrace this change will not only thrive in an evolving market but also play a crucial role in shaping it.

As the conversation around sustainability deepens, the role of equipment finance will become even more essential in driving the shift toward a more responsible and resilient global economy.





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SaaS

# Gearing Up for Growth with Trusted SaaS Technology

***By: Solifi***

Operational efficiency is key to equipment finance lenders. Finance organizations of all sizes are striving to streamline their operations, mitigate risk, and have the flexibility to expand their offering quickly and easily.

Yet, many lenders are still using legacy equipment leasing management software, which may require substantial

investment in training costs, building new capabilities to address important trends, implementing software upgrades, fixing performance issues, and continuous maintenance. In the long run, legacy, hard-to-scale technology limits your business growth and prevents you from capitalizing on emerging opportunities quickly. With the equipment finance industry being fast-paced and constantly evolving, keeping up with changing factors such as regulatory compliance, security, and new trends is a challenge.

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[Solifi Open Finance Platform](#) technology can address the challenges that come with a legacy equipment finance system while supporting operational efficiency for your business.

### **Shift from managing your software to managing your business**

Software-as-a-Service (SaaS) offers businesses cloud-hosted technology on a pay-per-use basis. Your solutions are available over the internet and are maintained and updated by the vendor, with no need for installations or IT knowledge, so getting started is simple. Once you have access, your SaaS solution can be scaled rapidly, enabling you to grow with your business and pivot to changing needs.

SaaS services have the additional benefit of evergreen IT, ensuring your solution is always up-to-date with the latest features. Many experts consider SaaS solutions more secure than on-premise systems, as regular security updates and monitoring are part of the package. Learn more about evergreen IT and how SaaS can manage risk in Solifi's [blog](#).

Overall, SaaS solutions such as Solifi Open Finance Platform are a great option for businesses that require sophisticated software but do not want the hassle and costs of managing an on-premise system.

### **One platform to rule them all**

With Solifi's Platform technology, your most valued team members are able to focus on their day-to-day tasks faster and more efficiently so that they can capitalize on value-adding activities. Customer feedback is much easier to take on board, with the ability to efficiently implement the features you need in a short timeframe and deliver a positive customer journey. Solifi Open Finance Platform offers end-to-end solutions enabling you to streamline your workflows from quotations and credit assessment through to asset management and reporting. You have the flexibility to expand your business, adapt to changing markets, and even start your journey into new lines of business all in one place.

Every business has different processes, systems, and partners that create their own unique ecosystem. With our platform, you can easily orchestrate yours through integrations with your 3rd party systems, utilizing standard APIs and microservices. Solifi's trusted secured finance technology can also support you across different markets and countries, with multi-currency, language, and accounting options as standard.

### **How Solifi Open Finance Platform can support your equipment finance business**

Change can be scary, and it can also be costly. [Solifi Open Finance Platform](#) and technology delivers best-in-class functionality faster, cheaper, and with more flexibility, so you can transition with little disruption and put an end to the costly and complex upgrades of legacy systems

Whether you are a smaller start-up or a multinational lender, consolidating your equipment finance operations onto one platform can give your business the support it needs to grow. By utilizing a platform approach, you can be more agile, innovative, and efficient.

Interested in finding out more? [Get in touch](#) with Solifi's expert team to start your journey.



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# *Enhancing the Borrower Experience: How Streamlined Onboarding Drives Customer Retention and Long-Term Revenue in Equipment Finance*

*Written By: Kristian Dolan, CLFP, Founder & CEO - Northteq*

In the competitive world of equipment finance, the first interaction between a borrower and a lender is crucial in shaping the future of that relationship. Borrowers expect a smooth, transparent, and efficient process, particularly during onboarding. When done well, this process not only sets a positive tone for the relationship but also builds trust and satisfaction, both of which are essential in an industry built on long-term relationships.

By simplifying onboarding through automation and data-driven processes, lenders can significantly improve the borrower experience, which leads to higher retention rates and increased profitability. In fact, [Bain & Company](#) found that increasing customer retention rates by just 5% can boost profits by 25% to 95%.

## **Simplifying Onboarding Enhances Customer Satisfaction and Retention**

One of the biggest obstacles in borrower retention is the complexity of traditional onboarding processes. Lengthy forms, manual document collection, and constant back-and-forth communication can cause borrowers to lose patience and abandon their applications. In fact, research shows that nearly 40% of customers abandon financial applications if the process is too slow or complicated.

Borrowers are looking for simplicity, speed, and transparency in their interactions with lenders. By automating the onboarding process, lenders can reduce the number of steps required, improve communication, and make it easier for borrowers to complete their applications without frustration.

A streamlined onboarding process creates a strong first impression. It shows borrowers that the lender values their time and is committed to making the process as easy as possible. This is important because first impressions often set the tone for the rest of the relationship. Borrowers who have a positive initial experience are more likely to return for future loans. In fact, [Harvard Business Review](#) found that increasing customer retention by just 5% can lead to profit increases of up to 95%.

## **Automation Improves Efficiency Without Sacrificing Personalization**

Automation has transformed the financial services industry by significantly improving efficiency. Lenders can now automate routine tasks like document collection, credit verification, and compliance checks, which reduces the time it takes to process a loan application. This not only improves the borrower experience but also allows lenders to handle more applications with the same resources.

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According to [McKinsey & Company](#), automating processes in financial services can lead to cost reductions of 30-50%. This level of efficiency enables lenders to approve loans faster, which in turn improves borrower satisfaction.

However, automation doesn't mean sacrificing personalization. Lenders can still offer tailored loan experiences by using borrower data to customize loan terms and recommendations. Borrowers appreciate both the speed of automated processes and the personal touch that comes from tailored services. This balance between automation and personalization is key to meeting the expectations of today's borrowers.

Borrowers today expect quick, transparent, and digital-friendly experiences from their lenders. According to [PwC](#), 80% of consumers say that speed, convenience, and knowledgeable help are the most important elements of a positive customer experience. Automation allows lenders to meet these expectations while freeing up their staff to provide personalized service for more complex borrower needs.

### **Data-Driven Processes Create a Transparent and Trustworthy Borrower Experience**

Transparency is one of the most important factors for borrowers during the onboarding process. They want real-time updates and clear communication at every stage of their loan application. Real-time data integration allows lenders to keep borrowers informed about their application status, reducing the likelihood of frustration or abandonment.

For example, if a borrower's application exceeds their comparable credit lines, lenders can quickly communicate this issue and request additional information, reducing the chance of the borrower abandoning the application. By providing clarity and real-time updates, lenders build trust with borrowers and improve the overall experience.

Data-driven verification processes also ensure that loan terms are accurate and based on reliable information. This level of reliability builds a sense of trust between borrowers and lenders, making borrowers more likely to return for future loans. Reducing uncertainty during the onboarding process helps borrowers feel more confident in their decision to work with a lender, which fosters long-term loyalty.

A [survey by Salesforce](#) found that 79% of customers expect companies to offer a consistent experience across all channels, including real-time interactions and accurate information. Lenders who prioritize transparency through data-driven processes are better equipped to meet these expectations, further enhancing borrower satisfaction.

### **Onboarding as a Strategic Investment for Retention and Growth**

Investing in a seamless onboarding process isn't just about making the process easier for borrowers—it's a strategic investment that can drive long-term revenue growth. A smooth onboarding experience increases customer satisfaction and loyalty, both of which are critical in an industry where repeat business is essential to profitability.

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Lenders who prioritize an efficient, personalized, and transparent onboarding process are better positioned to retain borrowers over the long term. By automating routine tasks and leveraging data-driven insights, lenders can meet the high expectations of today's borrowers while building strong, lasting relationships. These relationships are key to driving sustained revenue growth and ensuring long-term success in the equipment finance industry.

Now is the time for lenders to rethink their onboarding processes. By adopting tools and solutions that prioritize simplicity, automation, and transparency, lenders can improve the borrower experience and position themselves for long-term growth in an increasingly competitive market.



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# 3 Steps to Kick-start a CX Conversation for Business Growth

***By: Dave Gruber,  
Divisional AVP, Great  
American Insurance Group  
Specialty Equipment***

Great customer experiences (CX) are a critical business growth tool to increase customer retention, drive loyalty, promote positive brand reputation and so much more. After all, as consumers ourselves, we've been conditioned to

expect them in our personal lives.

But you can't rely on the same old methods that customers used in the past to access your financial product. You need to consider the lessee's wants, needs and preferences to create a great customer experience.

Getting there isn't always an easy task. Think about the investments your business makes, your service model and the tools that you use. Each of these can

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impact the customer experience, and lining them up is no small feat.

If you're stuck or complacent, don't fret. Regardless of your organization's size, there are actionable steps you can take to fuel progress with your customer experience strategy to help grow your business.

Here are three key topics to kick-start a CX conversation for business growth at your organization:

- 1. Legacy investments
- 2. Organizational adaptability
- 3. Future technology strategy

## Legacy investments

The starting point is simple – what legacy investments has your business already made that must be considered? What detracts from a positive experience? What slows things down? Understanding pain points will prepare you for important conversations when you're ready to problem solve.

To uncover this, map your current leasing lifecycle, inclusive of steps, tools, resources and technology that fuel the current customer experience. This sample table can help you organize thoughts and facilitate productive conversations.

Step in Process	Quote	Acceptance	Booking and Funding	Service
What does the customer expect?				
What is the experience today?				
What tools, resources or tech enable this?				
What are the gaps?				

## Organizational adaptability

Changing your customer experience brings changes to your business. And we all know change can be hard. Take time to gauge how adaptable (or not) your organization might be. Doing this will help you anticipate and plan your path around obstacles.

Start with a stakeholder mapping strategy. Think through key decision makers, influencers and teammates. What do they care about? What are their requirements and keys to success? How engaged are they? What are the potential pitfalls of change? These insights can help you build a plan for change management as you drive a CX roadmap strategy forward.

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### **Future technology strategy**

Once you've documented your customer journey and you understand the appetite for change, it's time to consider the role that future technology may play. This is where a CX roadmap can start to take shape. Ask yourself, what technology might be a fit for us in the future given our current processes, tools and investments?

You're not alone in this process. Keep an eye on what other businesses like yours might be doing. Engage any current technology vendors in a conversation to gather insight. It's also important to think outside of your current technology stack, and research vendors in the equipment leasing and finance space with whom you can collaborate to bring your goals to fruition.

### **Tying it all together**

Whether your organization is big or small, steps can be taken to build positive customer experiences that can lead to business growth. Getting the ball rolling with these three initial conversations will build positive momentum to help you get there.

Brainstorming solutions for the gaps you uncover is a great way to tie it all together. Then plot these solutions on an effort/impact spectrum to determine your priorities. The lowest effort items with the highest impacts are great places to start. From there, your strategic roadmap for a great customer experience will begin to take shape.

### **About Great American Insurance Group, Specialty Equipment**

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Note: The information provided in this article is for educational purposes only. [Click here](#) for more information about Great American Specialty Equipment.

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# *Importance of Data and Portfolio Tracking in a Challenged Economy*

*Written By: Colleen Shelby, instaCOVER a subsidiary of One80 Intermediaries*

As most know in the equipment leasing and finance industry the economy is cyclical, and challenges will ebb and flow, but with the looming election and uncertainty in the economic forecast, this can present challenges for many funding institutions. Capital is not as readily available as it once was, delinquencies and defaults are on the rise and deal flow may not be at the same pace it was in the previous years. This isn't the first time we've experienced an economy such as this and for anyone that has been in the leasing industry for more than a few years we've seen this before. So, what can funders do to prepare for the current economy and ride out the wave to what we hope will be positive changes around the corner?

First, as mentioned, you've most likely been here before. What did you do to prepare? Did you look at past data and heed the warnings of the economists to know that a potential downturn was on the horizon? If so, you may have taken action in a variety of ways.

Many large funders will ride it out without too much impact due to the strength of their portfolio, and robust data systems - most of which include an automated tracking system to prevent risk and losses of equipment. But how do you prepare if you are a small or growing funder? Perhaps you took advantage of the booming years that presented themselves during Covid/post Covid to grow your portfolio or perhaps considered dipping your toes in the funder space and started holding your own paper. What are you doing now to ensure you are protecting that portfolio, not just against defaults, but also to ensure you are protecting your equipment against losses or underinsurance as lessees may be struggling to make lease payments and insurance payments?

It is in these circumstances that a robust process and tracking program to ensure your equipment is protected with the proper insurance in place becomes even more important. Accessing a proper insurance tracking program will allow you the peace of mind that not only does your lessee have the adequate insurance coverage required as part of the lease agreement, but also that your lessee is paying for that coverage, and it isn't canceling without receipt of notice. Insurance tracking systems are available in a couple different forms depending on your needs. There are some robust tracking systems that offer full integration with your systems, automatic insurance placement and human resources dedicated to the manual work required to ensure proper coverage. These programs can be extremely effective. However, they can also be costly depending on the need. There are also programs that provide less data integration and offer a full technology solution that can be managed by the service provider or be managed by you. These tracking options can provide small to midsize funders with systems needed to



## NEFA Note

mitigate risk and manage losses on their portfolio, but they are significantly more affordable. Regardless of the product, ensuring you are force placing insurance coverage in the event of insufficient insurance is a vital part of these tracking solutions. Tracking programs can help provide you peace of mind needed to ensure your equipment is properly protected when there may be higher risk of lessees not fulfilling the requirements of their agreement.

An additional element to consider is the data you can evaluate from your own portfolio as well as reports from your insurance providers. This data can provide insight into equipment niches with higher risk of losses. Are the losses potentially tied to the same market with higher risk lessees? Or perhaps the losses are spread across industries but tend to be centralized in a specific region or location. This information can be extremely useful as you evaluate how to dilute risk in your portfolio. If you are aware we may be heading into a more challenging economy, it may be important to ensure you are financing equipment that is diversified across multiple regions or industries. The reports from your insurance provider can provide great perspective to a funder, not just in how to prevent equipment losses, but potentially help to manage delinquencies and defaults.

Take the opportunity this economy has presented to ensure you are accessing the products and data that will help you prevail successfully through these challenges. If you aren't currently facing any significant challenges, be sure to reflect on your current business and take a moment to make sure you are diversifying as needed and set up with the right programs to make sure when challenges come you are prepared and ready.







# YOUR PARTNER IN FUNDING

At Channel, we strive to bring you the most comprehensive **working capital** and **equipment finance** experiences available in the marketplace today. We are driven to help you build deeper customer relationships by offering more options, services, and value to meet their unique business financing needs.

## WORKING CAPITAL

- 56% of all businesses use working capital to grow
- A non-disruptive process for funding up to \$250K
- Credit decisions in hours and accommodates monthly or weekly payments
- **Bundled** - Working Capital offers on all Tier 1,2 3 equipment finance approvals
- **Choice Working Capital** - competitive rates for optimal credit profile customers
- **NEW!** Early Savings Program - flexible options that result in early payoff savings

## EQUIPMENT FINANCE

- Available for a variety of equipment
- Risk-based pricing for tickets from \$10K-\$250K
- Enhancements such as, Equipment Credit Lines, MAX10 FMV, Structured FMV, ValueWrap

## HOW WE STAND OUT

We leverage **data** and **technology** to provide consistent, predictable, and repeatable processes and user experiences.

### TECHNOLOGY

- Tools focused on Partner business value
- Consistency and high performing outcomes
- Forefront technology provides solid reliability

### DATA + ANALYTICS

- Proven models that deliver consistent and reliable results
- Leverage the latest data available from multiple sources
- Balance industry big data with partner specific information

## CONTACT US TO LEARN MORE

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# Member News

[GreatAmerica Announces \\$642 Million Term Securitization](#)

[Michael Cardello III Elected Chair Of The Commercial & Federal Litigation Section Of The NYSBA](#)

[WINGSPIRE CAPITAL LAUNCHES HEALTHCARE FINANCE PLATFORM](#)

[CLFP Foundation Adds 12 New CLFPs](#)

[Rinaldi Advisory Services Welcomes Liz Rinaldi as New Advisor](#)

[First Financial Bank Named ICBA Top Lender of 2024 in the Agriculture Sector](#)

[Tamarack expands professional services team with addition of Shelly Kirsch](#)

[CHANNEL MARKS 12TH CONSECUTIVE YEAR ON INC. 5000 ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES](#)

[Sudhir Amembal Launches FMV Leasing Seminar](#)

[Republic Bank is the Only Bank in Top 10 on 2024 Corporate Philanthropist List](#)

[Channel Successfully Closes \\$125MM ABS Transaction](#)

[Rosin Capital Group Launches Debt Capital Advisory Firm](#)

[Moritt Hock & Hamroff Launches Newly-Redesigned Website](#)

[CLFP Foundation Adds 14 New CLFPs](#)

[Sudhir Amembal Announces Training Scholarships to Industry Newcomers](#)





# Member News

[360 Equipment Finance Celebrates Four Employees Achieving CLFP Certification](#)

[Solifi partners with LimePoint to support customer access to Solifi's data streaming solution](#)

[GreatAmerica Opens Fall Application Period for Employee Advised Fund Supporting Local Nonprofits](#)

[GreatAmerica Expands Offerings to Value Added Reseller and National Service Provider Markets with New Team Members](#)

[Channel Receives ELFA 2024 Operations and Technology Excellence Award](#)

[Liventus, Inc. Expands Data Analytics Capabilities with Acquisition of Sparkflow Data Analytics](#)

[Leasepath and Great American Insurance Group Join Forces to Revolutionize Equipment Finance Technology with Forward-Thinking Integration](#)

[Oakmont Capital Services Promotes Sales and Marketing Leaders: Doll and Piekanski](#)

[Solifi named among top fourteen Fast Track FinTech winners on 2024 IDC FinTech Rankings](#)

[Oakmont Capital Services Goes Live with Leasepath Enterprise](#)

[KLC Financial Announces the Hiring of Industry Veteran Lee Ritter](#)

[Beacon Funding Receives 5th Crain's Best Places to Work in Chicago Award](#)

[BRITECAP FINANCIAL ANNOUNCES NEW CEO](#)

[CLFP Foundation Adds 13 New CLFPs](#)

[Republic Bank Receives American Bankers Association National Award for Diversity, Equity and Inclusion Innovation](#)

[WINGSPIRE CAPITAL PROVIDES \\$40 MILLION SENIOR SECURED FINANCING TO MASS TRANSIT TECHNOLOGY FIRM](#)

[Northteq's September Product Release Elevates Syndication Automation, Borrower Experience, and 1071](#)

[KLC Financial Announces Go-Live to Leasepath Enterprise to Enhance Customer Experience and Operational Efficiency](#)

[Sudhir Amemba's Winning With Leasing Seminar Attended by 48 Equipment Leasing Professionals](#)





# Financial Pacific Leasing



## Small Ticket

A-B-C Credits

\$5,000 to \$150,000 application only

Risk-based pricing

Start-ups to \$45,000



## Commercial

A Credits

\$150,000 to \$500,000

Competitive Pricing



## Contact

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[www.fipac.com](http://www.fipac.com)

# Member News

[Liventus Recognized as a Top Workplace in Chicago by Crain's](#)

[WINGSPIRE CAPITAL PROVIDES REVOLVER TO 3PL PROVIDER](#)

[CLFP Foundation Expands Access with New Scholarship Program](#)

[APEX COMMERCIAL CAPITAL WELCOMES STEPHANIE HALL, CLFP, AS SENIOR VICE PRESIDENT OF INDIRECT LENDING](#)

[David J. Borkon Joins Moritt Hock & Hamroff As A Partner](#)

[PEAC Solutions Closes Second U.S. Securitization Transaction of 2024](#)

[Oakmont Capital Services Welcomes 15 New Faces in Pennsylvania and Minnesota Locations](#)

[MAZO Capital Solutions Welcomes Dan Krajewski as Executive Vice President to Spearhead Growth Strategy.](#)

[Financial Partners Group Adds Kristopher Tozier to Lead Vendor Development and Drive Hard Asset Growth Strategy.](#)

[Ansley Park Capital Selects LTi Technology Solutions' ASPIRE Platform to Accelerate Market Launch and Support Aggressive Growth Plans](#)

[Solifi Welcomes Majority Investment from TA](#)

[ABE Journal recognizes Solifi's Rosanne Doyle in its 2024 Industry Icon Awards issue](#)

[CLFP Foundation Names Leonard Lane 2024 Cindy Spurdle Award of Excellence Winner and Announces Newest Lifetime Award Members](#)



# OUR SERVICES

- ♥ Early-Stage Collections
- ♥ Deficiency Collections
- ♥ Equipment Recovery
- ♥ Remarketing
- ♥ Consulting
- ♥ Back-up Servicing
- ♥ Portfolio Servicing
- ♥ Legal Enforcement



# OUR MISSION



# Upcoming NEFA Events

March 11-13



**2025 Spring Conference**  
Carlsbad, CA  
Omni La Costa Resort & Spa

**2025 Fall Conference**  
Minneapolis, MN  
Renaissance Minneapolis  
Hotel, The Depot



October 13-16

## COMPLETE SOFTWARE SOLUTIONS FOR EQUIPMENT FINANCE.

Whether you need an end-to-end origination and portfolio management solution, or a standalone front-end or back-end compatible with whatever software solutions you have and love, we have your equipment finance problems solved.



## EQUIPMENT FINANCE, SIMPLIFIED.



### BETTER INSIGHTS

Leverage better data management practices to generate the insights you need to make better decisions for your business.



### CONTRACT AND COMPLIANCE

Manage a deal's entire lifecycle all in one place. With a centralized repository for documents, and a complete record of terms, payments, and interactions, audits are pain-free.



### IMPROVED PERFORMANCE

Set decision criteria to ensure you get only the deals that are right for your business. Pull credit reports automatically to help you act on deals fast without increased risk.



### REDUCED RISK

We help arm you with the insights you need to make informed decisions, so that you can grow your business without increasing risk.

## OUR TEAM CAN HELP BETTER YOUR BUSINESS.

- Best-in-class customer support
- Customized and configured to meet your unique needs.
- Strong commitment to product innovation
- 25+ years of industry experience.

# New NEFA Members

**Acceptance Leasing** - Broker/Lessor

**Aspen Capital Solutions** - Broker/Lessor

**BTLG | Business & Technology Law Group** - Service Provider

**Catalyst Finance Company** - Broker/Lessor

**Elevation Financial** - Broker/Lessor

**Fairway Capital LLC** - Broker/Lessor

**First Credit Services Inc.** - Service Provider

**Fleet56 Inc.** - Service Provider

**Fortis Equipment Funding, LLC** - Broker/Lessor

**Golden Capital** - Broker/Lessor

**Harbour Capital Corporation** - Broker/Lessor

**Ozark Capital Corporation** - Broker/Lessor

**QualiFi, LLC** - Broker/Lessor

**Sage Creek Capital, LLC** - Broker/Lessor

**Spencer Fane LLP** - Service Provider

**Ten Four Truck Insurance** - Service Provider



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FUNDING  
.COM

***YOUR FUNDING***

***FINISH LINE***

Full Spectrum Lender: **A to C Credits**

Simple EFA up to **\$200K**

Rates as low as **8% for Preferred Equipment**

New Businesses Up to **\$75K**

Quick Approval/Funding Process

**Monthly Bonus Program**



4 Hour Funding  
Broker Application

***Questions? Contact Us!***

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