



NAELB Gets a New Name: American Association of Commercial Finance Brokers

Louisville, Ky., Apr 27, 2018 - In response to a shifting equipment finance industry, the National Association of Equipment Leasing Brokers (NAELB) announced today at its 2018 Annual Conference that the association has changed its name to the American Association of Commercial Finance Brokers (AACFB) and will launch a new brand identity and vision for supporting commercial finance brokers.

Established in 1990, the NAELB is the only member-based trade association in the equipment finance industry formed by brokers, for brokers, and managed by brokers. As a resource to equipment brokers around the country, the association hosts several annual events for networking and education and has fostered an online community forum based on sharing experiences and mentoring new brokers in order to promote the mutual success of all members.

Through the new name and branding, the association will continue its mission to support commercial finance brokers by modernizing the resources available to members through its membership benefits program, improving access to member directories for matching deals with funding sources, and guiding new brokers into the commercial finance industry.

“The decision to rebrand was not taken lightly, but it grew increasingly necessary over the last few years,” explained Rodney Blecha, President of the Board of Directors of the *NAELB*. “NAELB Boards have been discussing changing the name and branding for years, but it was clear to the current Board that the time had come to regroup and refocus the association’s vision in order to continue delivering value to commercial finance brokers. By rebranding, we aim to reposition the association as *the first stop for brokers in the modern finance industry*, doubling down on our commitment to educate, prepare, and support both new and tenured commercial brokers, while remaining a valuable network through which they can match deals with funding sources.”

As the approximately \$1 trillion dollar commercial finance industry shifts with the business climate of the 21st century, successful brokers will be able to adapt to new finance regulation, utilize expanded funding products, and implement today’s technology solutions to streamline business. By implementing the name and brand change, the NAELB has committed itself to adapt to these changes in order to deliver the highest value to its members and remain the first stop for commercial finance brokers.

About American Association of Commercial Finance Brokers (AACFB)

The American Association of Commercial Finance Brokers (AACFB) is the premier trade association empowering independent commercial finance brokers. The AACFB represents the expanding interests of its growing membership by providing best practice education and networking opportunities, while promoting a culture of ethics. For more information visit:

www.aacfb.org.