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AACFB

COMMERCIAL BREAK

A Quarterly Publication of the
American Association of Commercial Finance Brokers

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Elevate!



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PRESIDENT'S MESSAGE



The Power of Showing Up

Next spring, AACFB is coming to Kentucky, and I could not be more excited to welcome everyone to my home state.

Louisville comes alive with tradition, energy, hospitality, and history. I hope you will come early or stay an extra day or two, explore the city, visit the Bourbon Trail, and experience some of what makes Kentucky such a special place.

But more than anything, I hope you come for the people.

There is a simple truth I have come to believe more deeply with every year in this industry: you get out of an association what you are willing to give to it.

Not just dues. Your time. Your presence. Your curiosity. Your willingness to raise your hand, introduce yourself, volunteer, ask a question, and show up.

As President of the American Association of Commercial Finance Brokers, President of MC2 Finance, and an officer on the Board of Directors of the Used Truck Association, I have seen firsthand what happens when people choose to become part of something rather than simply belong to it.

The difference is relationships.

Commercial finance may be built on credit, collateral, equipment, terms, and transactions, but this industry still moves on trust.

Trust is built person to person. Over coffee before a conference. In a hallway between sessions. At dinner, at a reception, or during a conversation that has nothing to do with a deal.

Those moments matter.

Months later, a difficult transaction lands on your desk. A customer needs an answer. A deal does not quite fit the box. Suddenly, you are not sending a cold email to a stranger.

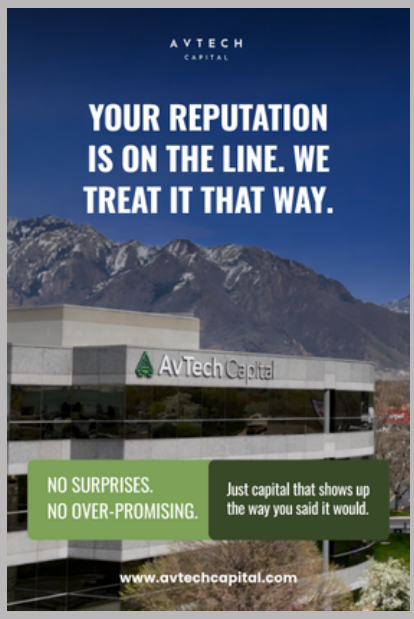
You are calling someone you know.

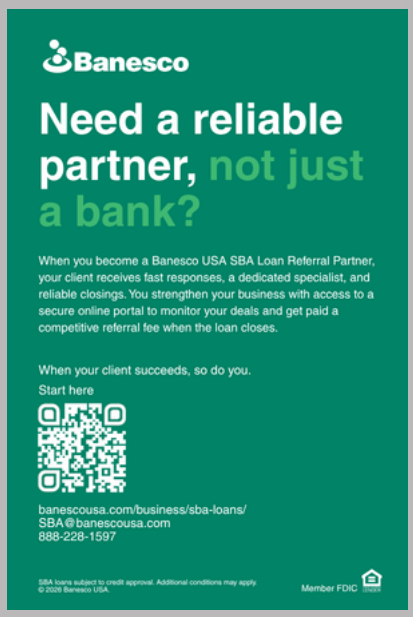
You can say, "I have a good customer, and I really need your help. Will you take another look at this one?"

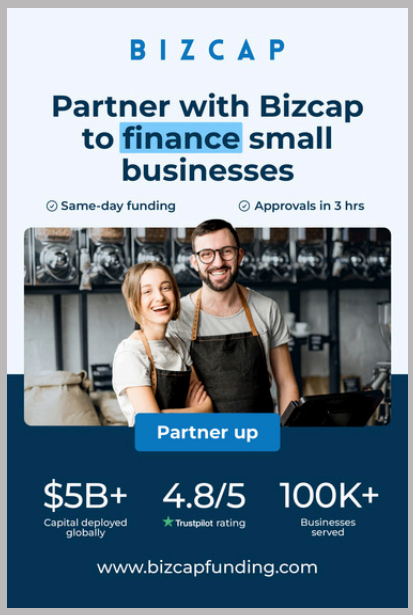
That relationship does not guarantee an approval, nor should it. But it can open a conversation. It can create trust. It can lead someone to ask another question, look at the deal differently, or help you find a path forward.

That is the power of connection.

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It is also why I believe so strongly in getting involved with AACFB.

Join a committee. Reach out to another member. Introduce yourself to a lender. Sit beside someone new at lunch. Share what you have learned. Ask for advice. Offer it when you can.

The more we give to this Association, the stronger our own networks become.

We gathered recently in Irvine, California, for the Commercial Financing Expo.

If you were lucky enough to attend, I hope you came for the education and ideas, but also for the conversations that never appear on the agenda. Those are often the ones you remember.

Years from now, you may not remember every presentation or every slide.

You will remember the people.

You will remember the lender who took the time to explain a program, the broker who gave you advice, the introduction that became a referral, or the relationship that later helped you save a deal for a customer.

So my challenge to every AACFB member is simple:

Show up. Get involved. Introduce yourself. Join the committee. Make the phone call. Come to Kentucky.

And when you walk into the room, do not just look for the people you already know.

Look for the person you do not know yet.

That may be the relationship that changes your business.

Sincerely,

Katie Baker

Katie Baker, CLFP
AACFB President



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2026 AACFB Commercial Financing Expo: An Unforgettable Coast-to-Coast Experience!

The 2026 AACFB Commercial Financing Expo, held October 21-23 in beautiful Irvine, California, brought together commercial finance brokers, lenders, and industry partners from across the country for an unforgettable few days of education, networking, and opportunity. Living up to this year's theme, **Coast to Coast: Elevating the Commercial Finance Experience**, the Expo was filled with energy, fresh ideas, meaningful connections, and conversations that will continue long after everyone returned home. From the AI Knowledge Exchange and full-day Brokering Essentials course to sessions on fraud prevention, underwriting strategies, packaging stronger deals, legal challenges, and navigating an uncertain rate environment, attendees gained valuable insights and practical strategies to take their businesses to the next level.





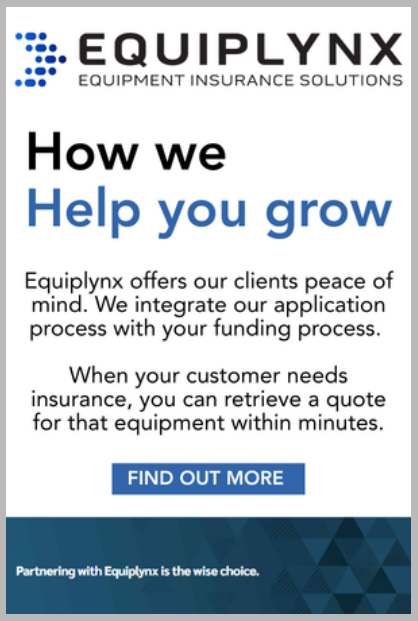


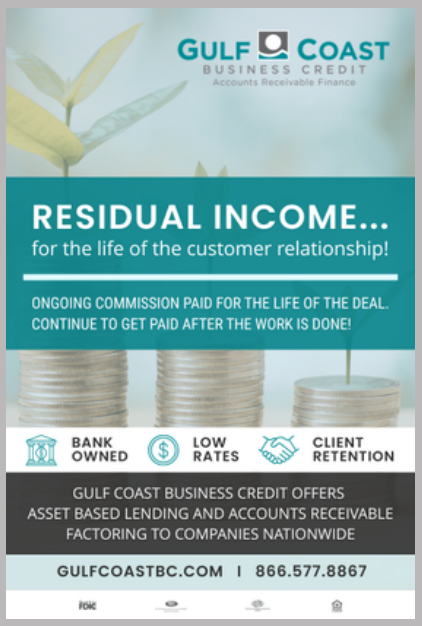


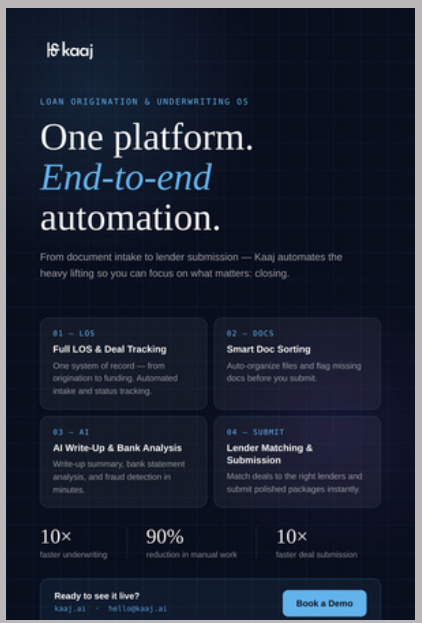
Of course, what makes the AACFB Expo truly special is the people. Old friends reconnected, new relationships were formed, business opportunities were discovered, and our industry community came together to share knowledge and support one another's success. A huge thank-you to our sponsors, exhibitors, speakers, attendees, and everyone who helped make this year's event such a success. If you missed it, you missed more than an event. You missed the connections, the conversations, and the opportunities that make the AACFB community so special. Don't miss out next year!

Mark your calendar for October 4-6 in San Diego!

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SALES CORNER



LESSONS FROM A SALES TEAM'S RISE FROM FAILURE TO #1

By John Chapin

The following is a case study which highlights the dramatic transformation of a sales team at one of the largest companies in the world. The turnaround was led by my business partner, Steve Siebold, one of the world's top mental toughness coaches. This article highlights, and I'll spell out at the end, what separates top-performing teams from mediocre and poor-performing teams along with the keys required to build a winning culture.

Sales Team Rises from Failure to Best in the Nation Background

The Atlanta-based regional sales team of one of the largest companies in the world consistently ranked between 12th and 18th out of 24 regions nationwide. Despite a decade of efforts by the tenured Regional Vice President to enhance performance, the team's sales numbers remained stagnant.

Catalyst for Change

At the company's National Convention in Phoenix, the RVP attended a 3-hour Mental Toughness Training session. Inspired, he invited the speaker to Atlanta to conduct an in-depth assessment of his team.

Research Findings

The assessment revealed a significant "delusion factor" within the team:

- 82% of salespeople considered themselves "world-class," despite average or below-average results.
- 9 out of 12 district managers also self-identified as "world-class" managers, mirroring their teams' poor performance.
- 70% of the sales team failed to meet their daily call quotas
- 80% of the team reported being satisfied with their sales results
- 75% of the team resented being pressured to achieve better results

Leadership Response

The RVP was surprised by these findings and made a bold decision to make Steve's psychological performance training mandatory, which created tension on the team. The team agreed to participate in a 3-month pilot program, starting with the district managers.

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LESSONS FROM A SALES TEAM'S RISE FROM FAILURE TO #1

Pilot Program Kickoff
The 6-hour in-person seminar began contentiously, as numerous team weaknesses were highlighted. District managers were challenged to promote changes in personal and interpersonal behaviors within their teams. By day's end, managers committed to a 12-month Mental Toughness Process for their teams.

Implementation
The team was presented with identified problems and corresponding solutions. Initial cooperation was mixed:

- The lowest performer in each district was transitioned out.
- 12 new salespeople were hired using the Mental Toughness Process, ensuring readiness from day one.
- Weekly calls with a Mental Toughness Coach gradually shifted the team's culture.

Within six months, a winning team dynamic emerged. District managers observed an attitude shift in 80 - 85% of their teams and worked to elevate the remaining members.

Results
Further personnel adjustments included the removal of six more salespeople, replaced by new hires. Key performance metrics improved:

- Average daily calls increased from 6 to 8.
- Pre-call planning exceeded 90% for the first time.
- Post-call analysis reached 95%.
- Engagement scores rose from 65% to 85%.

The team broke into the top 10 nationally for the first time. Motivated, they maintained momentum during typically slow periods, even creating 175 T-shirts emblazoned with their Mental Toughness Mantra. The RVP noted unprecedented enthusiasm. The team finished the year ranked #1 nationally, surprising corporate leadership.

Aftermath
Despite their success, peers doubted the team's achievement, attributing it to luck. This skepticism further unified the team. They declared their intent to retain the top ranking the following year—a feat never before accomplished in this organization.

With management's support and enhanced incentives, the team repeated their success, securing the President's Award for the second consecutive year and setting a company record.

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LESSONS FROM A SALES TEAM'S RISE FROM FAILURE TO #1

Lessons Learned
The biggest takeaway? Sales success is about more than just product knowledge and basic selling skills. Championship teams are built by combining:

- A commitment to excellence
- A proven sales process and systems
- Advanced sales skills (objection handling, value-building, closing at top-tier pricing)
- Mental toughness, which enables resilience, persistence, and emotional control *
- Accountability and tough love, when needed to drive performance

* – Many reps misinterpret buyer resistance as rejection, especially during cold calls or follow-ups. Often, the prospect is simply busy—not disinterested. Mental toughness helps salespeople stay grounded in reality and keep moving forward despite rejection, real or imagined, found mostly in the initial and presentation portions of the sales process.

Common Sales Leadership Mistakes

1. Spending too much time, money, and energy on low performers who won't make it—this is good time, money, and energy after bad (sunk cost fallacy).
2. Overburdening top producers with tedious rules and reporting which are most effective for getting and keeping the lower performers on track.
3. Tolerating poor performance and allowing it to continue without consequences.
4. Allowing high performers to subsidize underperformers.

Note: Most people who think they are great stop working and do the bare minimum. Ironically, it's usually the top performers who are never happy with where they are and continue to work hard to improve. This is most evident in professional sports.

Moving top salespeople into management positions
Top salespeople are your golden geese, your #1 revenue source. Moving them not only kills revenue but it moves them into a position that they are not naturally wired for. Sales and management require two different personality types and two completely different skill sets.

Conclusion
As I travel the country and work with hundreds of sales teams, both large and small, the ones that struggle have 'research results' similar to the team in this case study. Transforming a team starts with shifting their thinking. When salespeople are trained to think like champions—and held accountable to high standards—the results can be extraordinary.

ABOUT THE AUTHOR
John Chapin is a motivational sales speaker, coach, and trainer with over 37 years of sales and sales management experience. For more sales help or to have him speak at your next event, go to: www.completeselling.com or email: johnchapin@completeselling.com.

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ARTIFICIAL INTELLIGENCE



THE FUTURE OF LENDING: AI-POWERED, PEOPLE-DRIVEN

By G. Paul Fogle

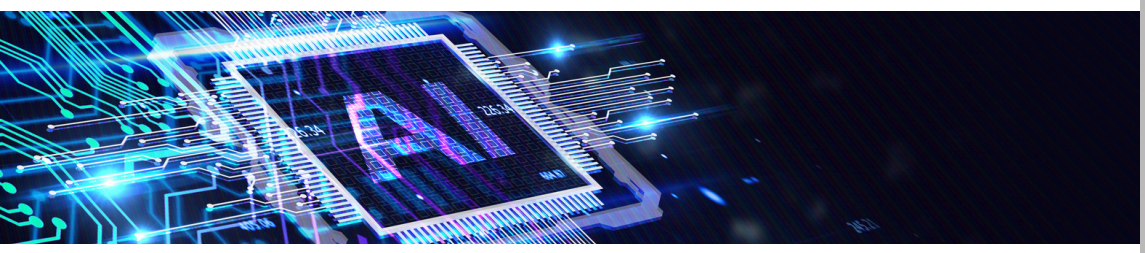
Why AI Will Make Great Third-Party Originators Even More Valuable

Artificial intelligence (AI) has quickly become one of the most talked-about developments in commercial finance. Every week seems to bring another AI-powered underwriting platform, document review tool, fraud detection system, or customer service application. With all the attention AI is receiving, it's understandable that many third-party originators (TPOs) are asking what it means for their businesses and whether technology will eventually reduce the value they provide.

After more than 35+ years in commercial finance, I believe the opposite is true. Throughout my career, I've watched our industry evolve from paper applications, fax machines, and overnight packages to electronic signatures, online portals, automated workflows, and sophisticated credit technology. Every advancement has made us more efficient, but none has replaced the need for knowledgeable professionals. Instead, each innovation has allowed us to spend less time on administrative work and more time serving customers. Artificial intelligence is simply the next chapter in that evolution, and I believe it has the potential to make great TPOs even more valuable.

Technology Changes. Relationships Endure.

When I first entered this business, assembling a credit package was often a project in itself. Financial statements arrived in thick envelopes, tax returns were copied by hand, and lenders frequently waited days for missing documentation before underwriting could even begin. Today, much of that work happens almost instantly. Electronic signatures, OCR technology, digital documentation, online banking verification, and automated workflows have transformed the lending process, allowing transactions to move faster and more efficiently than ever before.



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AI builds on those advances by helping summarize financial statements, organize supporting documentation, identify missing information, prepare lender narratives, and streamline many of the routine administrative tasks that once consumed hours. For TPOs, that's more than a productivity improvement. Every hour no longer spent organizing paperwork is another hour available to meet with customers, develop referral relationships, uncover new opportunities, and structure creative financing solutions. In other words, AI doesn't replace the work that creates value. It creates more time to do it.

Technology has always changed how we work. What it hasn't changed is why customers choose to work with experienced financing professionals. Business owners still want someone who understands their business, helps them navigate challenges, and brings practical solutions to the table. That hasn't changed over the past three decades, and I don't believe it will change over the next three.

AI Is a Tool, Not a Substitute.

One lesson I've learned over the years is that financial statements rarely tell the entire story. I've worked with business owners who experienced temporary setbacks because they expanded too quickly, invested heavily in equipment, entered a new market, or operated in industries with seasonal cash flow. Looking only at the numbers, some of those transactions initially appeared much riskier than they actually were. Once we understood the management team, the purpose of the equipment, and the company's long-term strategy, the opportunity often looked very different.

AI is exceptionally good at recognizing patterns within data, but it cannot ask a borrower what happened or why certain decisions were made. Nor can it appreciate the determination of an entrepreneur who has spent decades building a successful business, understand local market conditions, or recognize how financing a particular piece of equipment may increase productivity, reduce operating costs, or position a company for future growth.

Those insights come through conversations, thoughtful questions, industry knowledge, and genuine curiosity about a customer's business. They come from taking the time to understand what the numbers alone cannot explain, and that ability to uncover the story behind the financial statements continues to distinguish outstanding TPOs from everyone else.

The Greatest Value a TPO Provides

The most successful TPOs have never built their businesses simply by finding a lender willing to approve a transaction. They succeed because they understand both sides of the equation. They know their customers' businesses, understand the credit philosophies of their lending partners, and recognize how to structure opportunities that work for everyone involved.

A strong financing package is far more than a collection of financial statements and supporting documents. It explains why the equipment is being purchased, how it will benefit the business, identifies compensating strengths, addresses potential concerns before they're raised, and provides the context lenders need to evaluate the transaction with confidence.

In many respects, TPOs serve as translators. They help borrowers understand the financing process while helping lenders understand the borrower. As more of the administrative work becomes automated, that role becomes even more valuable. AI can organize information remarkably well, but it cannot replace the judgment, perspective, and experience that transform information into a sound lending decision.

Better Information Leads to Better Decisions

One of the greatest opportunities AI offers TPOs is the ability to improve the quality of every submission they send to a lending partner. Lenders don't necessarily need more paperwork. They need better information presented in a clear, concise, and organized manner that allows them to evaluate an opportunity efficiently and confidently.

AI can help summarize financial statements, identify inconsistencies, organize documentation, and even assist in drafting concise transaction narratives. Used properly, these tools help TPOs present cleaner, more complete financing packages, allowing underwriting teams to spend less time searching for information and more time evaluating the merits of the transaction. Better submissions generally lead to better communication, faster decisions, and a smoother experience for everyone involved, particularly the customer. They also strengthen a TPO's credibility by demonstrating professionalism, preparation, and an understanding of what lending partners need to make informed credit decisions.

Fraud prevention is another area where AI is reshaping our industry. Unfortunately, the same technology that helps legitimate businesses become more efficient is also making fraudulent documents more convincing. Altered financial statements, fabricated invoices, manipulated identification, and other sophisticated fraud schemes have become increasingly difficult to detect. Fortunately, lenders are using many of these same technologies to identify inconsistencies and uncover fraudulent activity much earlier in the process. Even so, experience remains one of the industry's strongest defenses. TPOs who know their customers, verify information, ask thoughtful questions, and trust their instincts when something doesn't seem right continue to provide tremendous value to their lending partners.

Looking Ahead

At my company, we've embraced AI because it allows us to serve both our customers and our TPO partners more effectively. We use technology to streamline internal processes, improve communication, organize information, and reduce administrative work throughout the lending process. The result is that our team spends less time managing paperwork and more time understanding customers, collaborating with lending partners, and solving financing challenges.

Technology, however, doesn't replace thoughtful lending decisions. Our best transactions still come from understanding the customer behind the application and evaluating what we often call the "whole picture." AI provides better information more quickly, but experienced financing professionals continue to provide the judgment, perspective, and common sense that transform information into sound credit decisions. Looking ahead, I don't believe the most successful TPOs will simply be those who adopt the newest AI platform. They'll be the professionals who use technology to strengthen the qualities that have always made them successful. By spending less time on administrative tasks and more time advising customers, building lender relationships, and solving complex financing challenges, they'll create greater value for everyone involved.

THE FUTURE OF LENDING: AI-POWERED, PEOPLE-DRIVEN

AI will undoubtedly continue to transform commercial lending, making the process faster, more accurate, and more efficient. Equipment finance, however, has always been, and I believe always will be, a relationship business. Customers continue to value trusted advisors who understand their businesses, and lenders continue to rely on TPO partners who consistently deliver quality opportunities supported by thoughtful analysis and open communication. Technology will continue to evolve, but the importance of trust, experience, and relationships will remain unchanged.

At my company, we've never viewed technology as a substitute for experience. Instead, we see it as a tool that enables our team and our TPO partners to focus on understanding the customer behind the application, evaluating the complete picture, and delivering better outcomes. As AI continues to evolve, I believe the TPOs who thrive will be those who blend efficiency with experience, data with judgment, and innovation with relationships.

In the end, that's what will continue to define success in our industry. AI will help us work faster and smarter, but people will remain at the center of every great lending relationship. That's why I believe the future of lending will always be AI-powered and people-driven.

ABOUT THE AUTHOR

G. Paul Fogle, CLFP is Managing Director of Quality Equipment Finance and serves as Director of Premier Acceptance and Director of Finance for the Tom Wood Group, where he is a member of the company's Executive Committee. A Certified Lease & Finance Professional, Paul brings more than 35 years of commercial finance experience, including senior leadership roles at a major bank, a Wall Street investment firm, and privately held finance companies. Since joining Quality Equipment Finance in 2012, Paul has led a comprehensive organizational transformation that drove record-setting growth and positioned the firm among the nation's leading independent equipment finance lenders. He remains focused on disciplined growth, operational excellence, and long-term value creation, while actively contributing to the equipment finance industry as a frequent speaker, published author, and Immediate Past President of the National Equipment Finance Association (NEFA).





Check out the latest Front and Center interview and get to know AACFB Board Member, Greg Minsky.

WATCH NOW

FUNDER MATRIX



THE MISSING HALF OF YOUR FUNDER MATRIX

By Jon Kim

How deal outcomes turn a static reference into a learning system

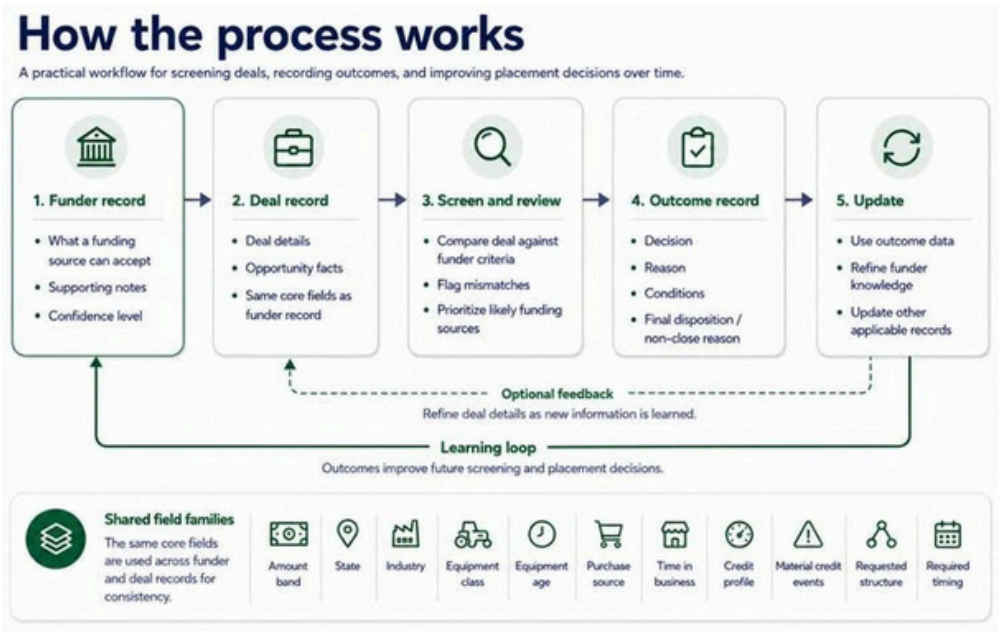
Most funder matrices capture what a source says it will finance. They rarely capture what the brokerage learns after actually submitting deals: the equipment age that required a second look, the purchase source that changed the documentation, the credit issue raised, or the approval condition that surprised the borrower.

Some of this information comes formally through program guides, agreements, rate sheets, and updates from representatives. Some comes from conversations, requested documents, approvals, deadlines, and closing conditions. If it is not formalized, it usually remains in emails, notes, pipelines, or even memories.

I worked in data and analytics in banking and fintech for nearly a decade before moving to the broker channel. I assumed that one of the challenging parts of commercial finance brokering would be learning about funding sources. What became even more interesting was the reverse relationship: tying what we learn about those sources back to incoming deals so the information becomes more useful over time.

That is the missing half of the funder matrix. The matrix stores what a source says it is willing to accept; the other half requires describing incoming deals in enough detail to compare them with that information later. Both sides need to speak the same language. Otherwise, each interaction with the same funder starts with reconfirming requirements the brokerage may have already learned.

Three records and two steps
The framework uses three records (funder, deal, and outcome) connected by two steps (screen and update):



The three-record system does not require sophisticated software; a well-structured spreadsheet can be enough. The main goal is standardization that brings transparency and reduces the need for extra explanations each time the brokerage interacts with the same funder.

The funder and the deal need the same language
A funder matrix typically stores ticket size ranges, states served, credit guidelines, collateral requirements, industry restrictions, structural preferences, and submission instructions. A pipeline record, on the other hand, usually stores the borrower's name, requested amount, equipment description, stage, and estimated close date.

Both records are necessary, but they often describe the same deal differently. A funder may classify an asset as construction equipment or yellow iron while the deal record says excavator. A funder may use amount ranges while the deal record stores an exact amount. The broker understands the connection, but the records do not unless the fields are standardized.

The brokerage can address this by using controlled values for the characteristics that matter while still preserving the original deal language. A used excavator purchased from a dealer, for example, might be tagged as:

- Equipment class – construction equipment
- Equipment condition – used
- Purchase source – dealer sale
- Equipment age range – 6-10 years
- Amount range – $75,000-$150,000

The controlled lists should be relevant to the business. For example, a brokerage that only funds construction equipment may have narrower categories than one that funds various assets.

A starter vocabulary
The controlled lists should include all possible values needed to adequately describe the opportunity. Below is one example of how the fields mentioned above can be populated:

Field	Illustrative values
Amount band	Under $25,000; $25,000-$75,000; $75,000-$150,000; $150,000-$400,000; over $400,000
State	Two-letter state abbreviation
Industry	Construction; transportation; manufacturing; medical; staffing; other
Equipment class	Construction equipment; transportation equipment; material handling; shop equipment; medical equipment; other
Equipment age	New; 1-5 years; 6-10 years; over 10 years
Purchase source	Dealer; auction; private party; sale-leaseback
Time in business	Under 1 year; 1-2 years; 2-5 years; over 5 years
Credit profile	Brokerage-defined internal tiers
Material credit events	None; prior bankruptcy; open judgment; tax lien; other
Requested structure	Equipment finance agreement; capital lease; fair market value lease; other
Required timing	Under 7 days; 7-21 days; over 21 days

Every funder rule needs a history
The rules in the funder record become more useful when they also include the source of the information, the date it was confirmed, and a confidence level. Source quality matters: a requirement stated in a current program guide should carry more weight than an observation from one submission. A single approval or decline is useful evidence, but not necessarily a rule; it can remain an observation or exception until confirmed or repeated.

Recency matters too. Funders review and update guidelines, so a recently confirmed rule is generally more relevant to a current deal than information that has sat unchanged for years. As information ages, the broker may need to verify it before relying on it for a critical submission.

The record should also indicate whether a rule is confirmed, observed, pending confirmation, or unknown, and whether it is a requirement or a preference. A requirement can eliminate a source; a preference may simply help the broker choose between otherwise similar funders. The funder record should answer two questions: what does the source consider, and what supports that position?

How this system works on a deal
Consider a construction equipment deal. The contractor acquired a used excavator from a local dealer for around $105,000. The company has been operating for six years, and the owner's credit falls in Tier 2 under the brokerage's internal tiers.

Based on the funder rules and the deal's characteristics, one source is screened out because its documented equipment-age limit excludes the excavator. A second source remains viable but lists credit as a preference. A third appears to fit, although its record has not been confirmed in two years. At the screening step, the system does not choose which funder the broker should pursue. It narrows the field, shows why each source fits or does not, and flags the items that need further discussion. This gives the broker a reasoned shortlist before submission and reduces broad, trial-and-error submissions. The broker still considers current appetites, relationships, timing, and other factors the system does not account for.

The outcome is the learning layer
The outcome record is what turns the matrix into a learning system. It stores the brokerage's actual experience with a particular funder: an approval within the stated guidelines, a condition the broker did not anticipate, an exception, or a decline for a specific reason.

The outcome record should describe the funder, submission date, decision date, decision, reason for decision, conditions, final disposition, and non-close reason, if applicable. Reasons and conditions should be separated, as the same funder may behave differently with similar deals, depending on circumstances. Additionally, a credit issue is typically different from a collateral concern, which, in turn, is distinct from a coverage restriction. Similarly, conditions and final disposition should also be stored separately, as an approval with conditions can still result in a deal that never closes. Ideally, the record should also note who ended it – the borrower or the funder.



An outcome typically contains five elements described below:

Field	Examples
Decision	Approved; declined; no decision
Decision reason	Credit; collateral; industry; documentation; structure; policy; other
Conditions	Cash contribution; additional guarantor; inspection; additional documents; modified term
Final disposition	Funded; borrower declined; withdrawn; expired; approved but not closed
Non-close reason	Pricing; structure; timing; documentation; vendor issue; borrower decision

Every outcome should be reviewed for whether it updates something: the funder record, the intake process itself, or the panel. It may reinforce an existing rule, flag a possible policy change, store an exception, or describe a deal-specific circumstance that does not affect other files. A single approval or decline may simply remain an observation, while several similar outcomes can give the broker a pattern worth confirming with the funder.

The update can affect more than the matrix

Suppose the broker submits the excavator deal to the source whose record had not been confirmed in two years. It declines because of equipment age, a restriction that was not in the matrix, so the broker flags it as an observed restriction pending confirmation. In a different outcome, a source might approve a deal but require a substantially higher cash contribution, which the brokerage stores as an exception unless several similar outcomes appear. Another source might request a document the brokerage did not collect, prompting two updates: the funder record and the intake checklist so that the next submission is not missing anything.

The outcome record, therefore, can update more than the funder matrix. It can improve the submission process, borrower communication, and even the panel strategies, as some classes, industries, or ticket sizes will consistently display fewer sources, updating the broker's research priorities accordingly.

Where artificial intelligence fits

Artificial intelligence (AI) fits in only after the records exist and are standardized enough for software to use them reliably. It can help extract relevant language from funder guides, categorize incoming deals, summarize representative emails, and surface similar past transactions. But inconsistent fields or outcomes left in email chains give the technology little dependable information to analyze. Appetites change and exceptions can override stated rules, so human judgment should remain in control of placement decisions. The brokerage should also decide what data may be used with these tools, particularly borrower PII and funder program materials that may be subject to confidentiality obligations.

From reference sheet to learning system
The funder matrix is typically where the brokerage's relationship with a funding source begins. It captures stated criteria, but the broker's experience with that source goes beyond the matrix and needs a place to reside. The three-record system described above provides a reference and a learning layer at the same time while keeping the broker in control of both.

A brokerage can start small with the above five fields: Decision, Decision reason, Conditions, Final disposition, and Non-close reason. Then make sure the funder record and deal record use consistent categories for the characteristics that matter most to the business. The learning system can become more sophisticated later; the first step is simply making the experience reusable.

ABOUT THE AUTHOR
Jon Kim is the founder of VeriFunding.com, a commercial finance brokerage. He spent nearly a decade building analytics systems across banking and fintech, including work at UMB Bank, Square, and First Help Financial, before moving into the broker channel. He holds an MS in Economics from Purdue.

LEGAL CORNER



THE TELEPHONE CONSUMER PROTECTION ACT: A TRAP FOR THE UNWARY

By Ken Greene

The Telephone Consumer Protection Act (TCPA) and its state counterparts are presumably a well-meaning attempt by the government to put the kibosh on all those annoying, unwanted calls and texts from spammers. You know the ones. Your “Medicare officer.” Or the “Deputy Sheriff’s Widows and Orphans Charity.” They usually come during dinner.

It doesn’t really fulfill that goal, does it? In fact, it has had the presumably unintended side effect of creating a new area of liability for many businesses, particularly those that engage in outbound calling campaigns.

While the TCPA is often associated with consumer telemarketing, the statute continues to present significant compliance challenges in the commercial equipment finance and leasing industry. As the attorney for funders and a broker in three different cases alleging TCPA violations, I can tell you matter-of-factly that they are no picnic. As lenders and brokers increasingly rely on automated communications, text messaging, and calling campaigns to market products, service accounts, and collect delinquent receivables, understanding TCPA requirements has become an essential component of risk management.

Enacted in 1991, the TCPA regulates certain telephone calls and text messages made using automated dialing technology and prerecorded voice messages. The statute is enforced by the Federal Communications Commission and provides consumers with a private right of action. This means an aggrieved consumer can sue. Violations can result in statutory damages of $500 per call or text message and up to $1,500 per violation for willful or knowing misconduct. Given the volume of communications generated by finance companies, even a relatively small compliance failure can result in a multi-million dollar hit.

For equipment finance companies, TCPA issues arise in several common business activities. Marketing departments frequently use telephone and text message campaigns to promote financing programs, equipment leasing opportunities, vendor finance arrangements, and refinancing options. Customer service departments may utilize automated systems to communicate account information or payment reminders. Collection personnel often employ dialing technology to contact delinquent customers and guarantors regarding past-due obligations.

Although many equipment finance transactions involve commercial rather than consumer borrowers, TCPA compliance concerns should not be overlooked. Individual guarantors, sole proprietors, small business owners, and other natural persons may still be protected under certain provisions of the statute. Moreover, calls and text messages directed to personal cell phones can create TCPA risk regardless of the commercial nature of the underlying transaction.

The legal landscape shifted significantly following the 2021 decision of the Supreme Court of the United States in Facebook, Inc. v. Duguid. The Court adopted a narrower definition of an automatic telephone dialing system, reducing some litigation exposure for businesses using modern customer relationship management ("CRM") platforms and targeted dialing technologies. Nevertheless, TCPA litigation remains active, with plaintiffs increasingly focusing on prerecorded messages, text marketing campaigns, revocation-of-consent disputes, and failures to honor do-not-call requests.

Equipment finance companies should pay particular attention to consent management. Financing applications, lease documents, guaranties, and online customer portals often provide opportunities to obtain and document customer consent for communications. Maintaining clear records of consent can be invaluable when defending TCPA claims. Equally important is implementing procedures to promptly process opt-out requests and maintain accurate do-not-call lists.

Third-party vendor management also deserves careful scrutiny. Many finance companies engage outside marketing firms, collection agencies, and servicing providers to communicate with customers. Courts have frequently examined whether a company may be held liable for TCPA violations committed by third parties acting on its behalf. Accordingly, vendor contracts should contain appropriate compliance representations, indemnification provisions, and audit rights.

As equipment finance companies continue to adopt digital communication strategies and automated technologies, TCPA compliance should remain a key component of risk management. Regular compliance reviews, employee training, robust consent procedures, and careful oversight of third-party service providers can significantly reduce the risk of costly litigation and regulatory scrutiny while preserving effective customer communication practices.

ABOUT THE AUTHOR

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INSURANCE INSIGHTS



WHAT TRUCK BUYERS WISH FINANCE BROKERS KNEW ABOUT INSURANCE

By Chris Johnstone

Five lessons from the insurance side of the table that can help finance brokers close deals faster, create happier customers, and earn more repeat business.

Ask any commercial finance broker what the biggest obstacles to funding are and you'll probably hear the usual suspects: incomplete financials, title issues, credit exceptions, or slow documentation.

But there's another obstacle that quietly derails deals every day, and that is insurance.

Unlike credit, insurance is often left until the very end of the transaction. By the time problems surface, everyone is waiting: the customer, the dealer, the lender, and the broker.

After working with thousands of owner-operators and fleets, I've found that most insurance delays aren't caused by insurance at all; they're caused by expectations (or lack thereof).

Here are five things truck buyers wish every finance broker understood.

1. Buying Truck Insurance Isn't Like Buying Personal Auto Insurance
Many first-time buyers assume commercial truck insurance works like personal auto insurance. It doesn't.

Premiums depend on dozens of variables including:

- operating radius
- cargo
- years of CDL experience
- driving history
- authority status
- prior insurance
- equipment value

A customer expecting a 10-minute online quote can quickly become frustrated.

Takeaway
Set expectations early. Let customers know commercial insurance is underwriting and not just quoting.

2. Speed Matters More Than Price

This surprises many people.

Customers usually ask: "Who's cheapest?"

But what they're really thinking is: "How quickly can I get on the road?"

Every extra day waiting to haul freight costs income.

A broker who helps eliminate delays creates enormous value even if the insurance isn't the absolute lowest premium.

3. The Cheapest Policy Can Become the Most Expensive Mistake
Truck buyers often focus on monthly payment.

Experienced brokers know to think bigger.

Examples include:
- incorrect lienholder information
- no GAP coverage
- insufficient physical damage coverage
- missing endorsements
- deductibles the customer can't realistically afford
- coverage that doesn't match how the truck will actually be used

Fixing these issues after funding can be costly and frustrating.

The goal isn't simply finding insurance.

It's finding insurance that allows the customer to operate successfully.

4. Customers Don't Know What Information They'll Need
Insurance delays often happen because the customer wasn't prepared.

Examples:
- CDL information
- VIN details
- exact values
- lienholder requirements
- prior loss history
- existing insurance
- driver information
- DOT number

None of this is difficult.

But gathering it after underwriting starts can easily add days.

A simple checklist from the finance broker can prevent most of these delays.



5. Your Insurance Partner Reflects on You
From the customer's perspective, the insurance company isn't separate from the financing process.

It's all one experience.

If insurance is confusing...
The broker gets blamed.

If communication is poor...
The broker gets blamed.

If documents arrive late...
The broker gets blamed.

Customers remember how easy the transaction felt and not which company handled each piece.

Choosing partners who communicate well and move quickly enhances your own reputation.

Closing
The best finance professionals understand that their job isn't simply arranging financing.

It's removing friction.

Insurance may be the final step before funding, but it has an outsized impact on how customers remember the entire transaction.

When brokers understand the insurance process and help customers prepare for it, they don't just close deals faster. They create a smoother experience for every party involved, generating more referrals, repeat business, and stronger long-term relationships.

ABOUT THE AUTHOR
Chris Johnstone leads partner distribution at Ten Four Truck Insurance, where he develops strategic relationships across the equipment finance and trucking industries. His background spans commercial insurance underwriting, risk management, banking, and transportation, giving him a unique perspective on the intersection of insurance and equipment finance. Chris is an active member of AACFB, NEFA, UTA, and other industry organizations. He’s an avid golfer and upland hunter when not working.



THE RATE ARGUMENT



YOUR PROSPECT THINKS YOUR RATE IS TOO HIGH. HERE'S WHAT TO SAY NEXT.

By Dylan Myerson

You've done everything right. You identified a qualified prospect through one of the origination channels we outlined in the second post. The business matches the funding patterns we identified in the first post - they're an established operation making a replacement purchase in a non-cyclical sector. The equipment is specified, the need is urgent, the decision-maker is engaged.

Then you deliver the rate.

The conversation stops. The prospect says "that seems high" or "my bank said they might be able to do better" or simply goes silent. All your strategic positioning, all your careful targeting, all your relationship development - none of it matters if you can't convert the opportunity when rate becomes the objection.

This is the constraint multiple survey respondents identified: prospects still expect single-digit rates in an environment where double-digit rates are standard. Unfortunately, this is particularly challenging because this isn't actually a rate problem. It's a framing problem.
The traditional broker approach positions financing as a monthly obligation: "Here's your payment, here's the rate, can you afford it?" This framework makes every point of rate increase feel like lost money. The prospect is anchored to whatever rate expectation they carried into the conversation - typically based on outdated information or irrelevant comparisons - and every basis point above that anchor feels like negotiating failure. As the closer, your goal is to flip the conversation entirely.

What follows are three reframes that fundamentally change how prospects think about equipment financing. These aren't persuasion techniques or objection-handling scripts designed to overcome resistance. They're frameworks for helping prospects understand why equipment financing at current market rates is often smarter than the alternatives they're considering, even when those alternatives appear cheaper on the surface.

Reframe 1: From Monthly Payment to Cost of Inaction

The problem with opening an equipment finance conversation by presenting monthly payment and rate is that you're asking the prospect to evaluate a cost without first quantifying the problem that cost solves. This creates the wrong comparison. The prospect is comparing your 11% equipment financing rate against their bank's 8% line of credit, or against paying cash, or against some memory of "what rates used to be."

What they should be comparing your equipment financing against is the cost of continuing to operate without the equipment.

Rather than opening with rate, open with problem quantification:

"Walk me through what it's costing you to operate without this equipment. Most businesses I work with discover the real expense isn't the financing cost - it's the revenue they're not capturing or the labor inefficiency they're tolerating. Let's calculate what the status quo is actually costing you per month, then we'll see if the equipment payment makes sense against that number."

You're not selling financing. You're selling a solution to a quantifiable problem that happens to require financing.

This brings us to an important methodological point. The cost of inaction isn't abstract or theoretical. It's calculable. The manufacturing operation running a dying CNC machine can quantify exactly how much production capacity they're losing to downtime. The medical practice using outdated imaging equipment can measure how many additional patients they could see per day with faster processing. The waste management company operating equipment that doesn't meet current emissions standards can calculate the regulatory fines they're risking or the contracts they can't bid on.

To this end, your main job is to make that calculation explicit before introducing the equipment payment.

Consider how this changes the prospect's decision framework. If the monthly loss from inefficiency is $8,000 and the equipment payment is $2,500, the rate becomes irrelevant. You're not asking them to spend $2,500 per month. You're showing them how to stop losing $8,000 per month, which happens to cost $2,500 to fix. Now, that 11% interest rate isn't the cost; it's the friction coefficient on the solution.

This reframe works particularly well with the capacity-constrained businesses you'll identify through the Service Provider Wedge we outlined in the second post. The service technician has already documented the equipment failures. The business owner already knows they're losing productivity. Your role is to quantify that loss in monthly terms, then position the equipment payment as obviously cheaper than continuing the status quo.

Nevertheless, this only works if you do the quantification work before presenting the financing terms. **If you lead with rate and payment, then try to justify it afterward by talking about productivity gains, you've already lost the framing advantage.** The prospect has anchored to the rate number, and everything you say after sounds like post-hoc rationalization.

Reframe 2: From Rate to Capital Allocation Strategy

When a prospect objects to rate, they're revealing that they're thinking about this transaction in isolation rather than as part of their overall capital structure. You need to elevate this conversation.

This doesn't mean using complex financial jargon or trying to sound sophisticated. It means helping the prospect think like a CFO about their total liquidity position and strategic options.
Here's what this sounds like in practice:

Prospect: "That rate seems high."

Your response: "I appreciate that instinct - nobody wants to overpay. Let me ask you this: what's your current strategy for preserving your credit lines and cash reserves? Most business owners I work with are trying to optimize three things: maintain liquidity for opportunities, preserve existing credit lines for emergencies, and finance growth assets in a way that matches the payback period to the asset life. The question isn't whether 11% is 'high' in absolute terms - it's whether using equipment financing at 11% is smarter than using your credit line at 8% and eliminating your flexibility. Which do you think gives you better strategic position?"

You're teaching them to think about capital allocation, not just cost minimization.

This brings us to a distinction that matters enormously but rarely gets articulated. There's a profound difference between cheapest available capital and strategically optimal capital. Your business line of credit might be cheaper than equipment financing, but using it for long-term asset purchases is strategically suboptimal because it eliminates the liquidity buffer you need for operational flexibility, working capital fluctuations, and unexpected opportunities.

Consider what happens when a business uses its line of credit to purchase equipment. The equipment has a useful life of seven years. The line of credit gets drawn down and stays drawn down because the equipment isn't generating cash to repay it - it's generating productive capacity. Now the business hits a seasonal working capital need or a surprise opportunity to acquire inventory at a discount or a temporary cash flow gap from a delayed receivable. Their line of credit is maxed out because they used it to buy equipment. They have no liquidity buffer. They either pass on the opportunity or scramble for expensive short-term capital.

Equipment financing might cost 11% instead of 8%, but it preserves the line of credit for its intended purpose: bridging timing gaps and enabling opportunistic moves. That preservation of strategic flexibility has enormous value, even if it doesn't show up on a simple rate comparison spreadsheet.

This reframe works especially well when dealing with businesses you've sourced through Fractional CFO relationships, as outlined in the second post. These businesses are already thinking in terms of capital structure optimization. Your role is to make explicit what their CFO is already thinking implicitly: rate is one variable in a capital allocation decision, not the only variable.

However, you must be careful here. This reframe only works with prospects who have sufficient financial sophistication to understand the argument. If you try this with a business owner who doesn't think strategically about capital structure, you'll sound like you're obscuring the rate issue with complicated financial theory. The qualification question is simple: "What's your current strategy for preserving credit lines and cash reserves?" If they can articulate a strategy, they're ready for this conversation. If they look confused, use a different reframe.

Reframe 3: From Equipment Finance Rate Objections to Speed and Certainty

In markets where credit is tight, approval certainty becomes its own form of value. This reframe works particularly well when prospects mention they're exploring bank financing or other alternatives that might offer better rates.

Here's the structure:

Prospect: "My bank said they might be able to do this at a better rate."

Your response: "That's worth exploring - and I'm serious about that. Here's what I'd encourage you to consider: in my experience, 'might' is the key word in that sentence. How long have they been evaluating it? What I offer isn't necessarily the cheapest rate - it's certainty and speed. If your bank comes through in the next two weeks at a better number, fantastic. But if we're having this conversation again in 45 days because they're still 'evaluating,' you've just lost six weeks of productivity. What's your timeline actually worth?"

You're reframing cost from rate to opportunity cost of delay.

This brings us to an important point about competitive dynamics in equipment financing. Banks can often offer better rates than specialty equipment lenders. They have access to cheaper capital, they're optimizing for different metrics, they operate under different regulatory frameworks. However, what banks frequently cannot offer is speed and certainty of execution.

YOUR PROSPECT THINKS YOUR RATE IS TOO HIGH. HERE'S WHAT TO SAY NEXT.

A bank evaluating equipment financing for a small business is typically running that transaction through their commercial lending department. The loan officer needs internal approvals. The credit committee meets periodically. The documentation requirements are extensive. The timeline is measured in weeks, sometimes months. And at the end of that process, the answer might still be no.

Fortunately, equipment financing through brokers and specialty lenders operates on entirely different timelines. Approval decisions happen in days. Documentation is standardized. Funding occurs within a week of approval. The prospect might pay a higher rate, but they get certainty and speed that banks structurally cannot match.
There is an obvious objection that needs to be addressed. Couldn't you simply let prospects explore bank financing, then come back to you if that falls through? Of course you could. And sometimes that's the right strategy - particularly if you're early in a relationship and want to demonstrate you're not pushing them into suboptimal decisions.

Nevertheless, consider what delay costs in the opportunities we've been discussing throughout this series. The compliance-driven equipment purchase (Play 4 from the second post) has a fixed regulatory deadline. Delay isn't just inconvenient - it's potentially catastrophic. The business signing a commercial lease (Play 3) is paying rent on empty space while they wait for bank financing to materialize. Every week of delay is throwing away lease payments. The manufacturer with failing equipment (Play 2) is losing production revenue every day they operate with the old asset.

In these scenarios, spending 3% more on rate to get funding 45 days faster often produces net positive economics. The revenue captured or losses avoided during those 45 days exceeds the additional interest cost over the life of the financing. You're not asking them to overpay. You're asking them to calculate the total cost of the decision, including time value.

This reframe requires you to quantify the time cost specifically. "What's your timeline worth?" isn't rhetorical. It's a calculation question. Walk backward from their need date, factor in bank processing timelines, and show them exactly what delay will cost in operational terms.

Putting the System Together: From Rate Objections to Closed Equipment Finance Deals

We've now covered the complete strategic framework for 2026:

From the first post: Market intelligence showing where lenders are actually deploying capital - specialized infrastructure equipment, non-cyclical manufacturing assets, and professional equipment for established service businesses.

From the second post: Four origination channels that connect you to qualified prospects before your competitors - Fractional CFO Alliance, Service Provider Wedge, Commercial Real Estate Bridge, and Compliance Upgrade Specialist.

From this post: Three reframes that convert equipment finance rate objections into closed deals - Cost of Inaction, Capital Allocation Strategy, and Speed and Certainty.

The system works because each component reinforces the others. The market intelligence tells you what to target. The origination channels position you in front of those targets early. The reframes convert those opportunities efficiently. The operations infrastructure enables speed and certainty that makes the reframes credible.

Nevertheless, this only works if you actually implement it. Reading strategic frameworks is easy. Executing them consistently is hard.

YOUR PROSPECT THINKS YOUR RATE IS TOO HIGH. HERE'S WHAT TO SAY NEXT.

Start with one origination play this week. Build five conversations with potential referral partners. When those conversations produce opportunities, use the reframes to navigate rate objections. Measure what works. Refine your approach.

I am willing to bet that the brokers who succeed most in 2026 won't be those working harder at the same activities. Instead, they'll be those who identified underserved origination channels, mastered return-based selling conversations, and built their operations on infrastructure that doesn't require them to do everything themselves.

To quote James Clear: "You don't rise to the level of your goals, you fall to the level of your systems."

ABOUT THE AUTHOR

Dylan Myerson is Vice President at BSB Leasing, a Colorado based funding source serving the broker community since 1982.



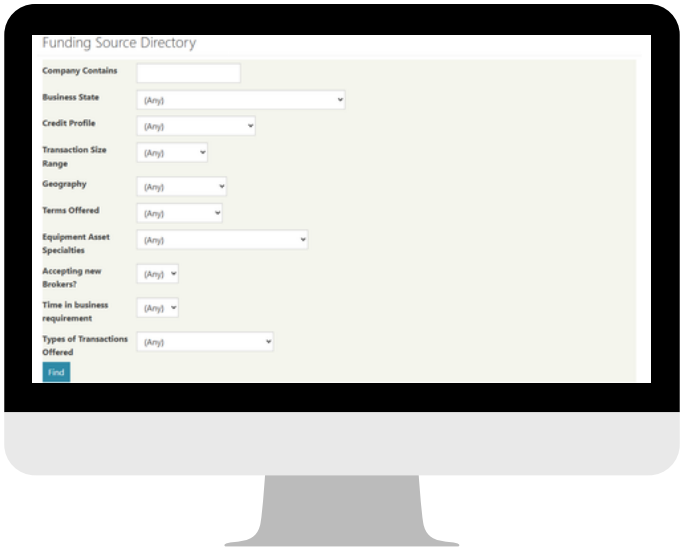
BENEFIT SPOTLIGHT

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INDUSTRY BUZZ IN THE BIZ

CLFP Foundation Welcomes 16 New CLFPs

AUGUST 10, 2026 - The Certified Lease & Finance Professional (CLFP) Foundation is pleased to welcome its newest class of CLFPs: 16 industry professionals who have demonstrated mastery of the equipment finance body of knowledge by passing the rigorous CLFP Exam. Representing diverse companies and roles across the industry, these individuals have joined an elite community united by a commitment to professional excellence and ethical practice. They are:

1. Ryan Barten, CLFP – Senior Systems Analyst, Oakmont Capital Holdings, LLC
2. Brandon Bliziotis, CLFP – Senior Financial Analyst, Oakmont Capital Holdings, LLC
3. Austin Borgerding, CLFP – Credit Analyst, Oakmont Capital Holdings, LLC
4. Helen Giotopoulos, CLFP – Business Development Manager, Finance Specialist, Group Financial Services
5. Samantha Hagen, CLFP Associate – Marketing Specialist, AP Equipment Financing
6. Eric Henry, CLFP – Sr. Manager, Capital Markets & Syndications, Altec Capital Services, LLC
7. Adelyn Hildebrandt, CLFP Associate – Marketing Event Specialist, AP Equipment Financing
8. Kelsey Johnson, CLFP – Legal Specialist, Transport Enterprise Leasing LLC
9. Juliana Lowe, CLFP – Regional Manager – Legal, CoreTech
10. Susan Perry, CLFP – Treasury Analyst, Transport Enterprise Leasing LLC
11. Joseph Smith, CLFP – IT Security Analyst, Oakmont Capital Holdings, LLC
12. Kayla Thielen, CLFP – Account Manager, Oakmont Capital Holdings, LLC
13. Jessica Thompson, CLFP Associate – Funding Coordinator, Oakmont Capital Holdings, LLC
14. Nicholas Trapani, CLFP Associate – Staff Accountant, Oakmont Capital Holdings, LLC
15. Katelyn Walls, CLFP – Business Development Officer, Oakmont Capital Holdings, LLC
16. Ashley Watson, CLFP – Quality Control Analyst, First Citizens Bank Equipment Finance

“I pursued the CLFP designation because I sought to develop a complete understanding of the equipment leasing and finance industry,” shares Ashley Watson of First Citizens Bank Equipment Finance. “I am in my fourth year in this industry and wanted to learn every aspect of the leasing process. I also wanted to understand how applications are received through direct origination, vendor relationships, and third-party brokers, and how each source progresses through underwriting, documentation, funding, servicing, and portfolio management. Understanding the entire life cycle has given me greater appreciation for how every department contributes to a successful transaction and an exceptional customer experience.”

“In my current role, this knowledge has been invaluable. My CLFP journey has equipped me with a broader perspective that allows me to identify potential concerns, support sound business practices, and help ensure every transaction meets the highest standards. Earning the CLFP designation has strengthened my industry knowledge, expanded my perspective, and reinforced my commitment to continuous learning. I believe that the more we understand the entire leasing process, the better we can serve our customers, support our teams, and protect the integrity of our organization.”

Earning the CLFP designation signals more than technical expertise. It reflects a commitment to elevating the equipment finance industry through continuous learning, ethical leadership, and shared professional standards. CLFPs and Associates are now found across the United States (including Puerto Rico), Canada, India, Pakistan, Africa, New Zealand, and Australia. To learn more or begin your own path to certification, visit www.CLFPFoundation.org.

PRESS RELEASES

Maxim Commercial Capital Streamlined Credit Operations in H1 2026

AUGUST 11, 2026 - LOS ANGELES, CA - Maxim Commercial Capital ("Maxim") announced significant improvements to its intake, underwriting, and funding processes during the first half of 2026. The company launched a new credit matrix resulting in competitive pricing for B-to-D credits and simplifying communication with borrowers, finance brokers and equipment vendors. Maxim fuels small businesses and entrepreneurship nationwide in underserved market segments by providing loans and leases from $20,000 to $3 million collateralized by construction and agricultural heavy equipment, over-the-road trucks and trailers, and real estate.

"Our team's efforts to identify and implement game-changing enhancements from originations through funding and exceptional customer service are defined by our goal to help partners close deals quickly and easily, while fulfilling customers' dreams and needs," noted Don Cosenza, SVP-Business Development. "We onboarded 50+ new referral partners during the first half of 2026, reflecting the high demand for a reliable, competitive finance source for non-bankable, challenged, and story credits."

Maxim's reputation as a funding source of choice for equipment vendors and finance brokers resulted in Monitor Daily recognizing Michael Kianmahd, Maxim's CEO, as a 2026 NextGen Leader in June. Earlier in the year, NEFA published Cosenza's article, "Common Traits of Successful Brokers," which provides valuable insight for novice and seasoned brokers alike.

The company's website has been refreshed with new underwriting criteria for its heavy equipment, transportation equipment, real estate, working capital, and debt consolidation and refinancing programs, as well as a simplified broker application. Recent fundings across all programs are updated regularly for the benefit of referral partners and customers.

Representative fundings during the period included: a $119K 2025 Schwing SP500 trailer concrete pump for an experienced construction contractor to start his own business; a $48K 2024 Bobcat T66 to support the rapid growth of an experienced contractor's new oilfield supply company; 100% financing of a $20K 2012 Reitnouer Big Bubba 48 x 102 Aluminum Flatbed Trailer for an owner-operator with less than 2 years' time-in-business, 628 FICO, $0 revolving available, and collection accounts who pledged his 2019 Peterbilt 579 with 493k miles as excess collateral; and a $58K 2023 Freightliner Cascadia 126SLP with 577K miles for 30% down for a startup owner-operator with thin credit.

"The recent addition of key executives to the Maxim team, including Lyn Elam as COO and Don Cosenza as SVP-Business Development, has been instrumental in elevating our programs, operations, and market presence," said Kianmahd. "I am extremely proud of the recognition our exceptional team has earned from customers and referral sources, as demonstrated by our industry-leading 4.5-star Google rating. We are moving fast and excited about the future."

MAXIM
COMMERCIAL CAPITAL

PRESS RELEASES

14 for 14: Channel Named Inc. 5000 Fastest-Growing Private Company Again

AUGUST 11, 2026 - MINNETONKA, MN **-** Channel is honored to announce that it has earned a spot on the Inc. 5000 list of fastest-growing private companies in America for the 14th year in a row. The annual ranking recognizes independent and entrepreneurial businesses that have demonstrated strong performance while driving innovation and shaping the future of the economy.

“The streak was never the goal. Instead, we just tried to build a place where people are proud to come to work and our Partners know they can count on us,” said Adam Peterson, Chief Executive Officer. “When you stay focused on doing what’s right on both counts, the results tend to follow.”

The milestone arrives as Channel celebrates funding over $4 billion to more than 41,000 small businesses since its founding in 2009. This number further represents the real companies and business owners' success that Channel has been fortunate to support across the country. Through deliberate investment in people, partnerships, and a culture of doing the right thing, the organization remains dedicated to helping small businesses access the capital they need to move their ventures forward.

“Fourteen years is a long time to sustain anything,” said Rob Ceribelli, President. “The fact that our growth has stayed consistent while the market around us has shifted dramatically says more about the people in this organization and the Partners we stay close with than any single milestone ever could.”

The 2026 Inc. 5000 list recognizes a new class of companies redefining what progress looks like. From AI and advanced manufacturing to healthcare and professional services, these businesses are expanding their impact, creating jobs, and proving that entrepreneurial ambition continues to fuel the economy. Among the 5,000 companies, this year’s honorees collectively added more than 627,208 jobs to the economy over the past three years.

“Every company on the Inc. 5000 has a story of perseverance, smart decision making, and a refusal to sit still,” says Mike Hofman, Editor-in-Chief of Inc. “Their growth reflects more than strong financial performance – it reflects creativity, resilience, and the customer focus required to build companies that make a lasting impact. We congratulate all honorees on this significant achievement.”

The Inc. 5000 recognition adds to a year that also included Channel’s fifth consecutive appearance on the Minnesota Star Tribune Top 200 Workplace list – an acknowledgement that the internal culture driving the company’s growth is as strong as the external results it produces.

CHANNEL

PRESS RELEASES

360 Equipment Finance Welcomes Jonas Kim as Salesforce Administrator

AUGUST 18, 2026 - AUSTIN, TX - 360 Equipment Finance announced that Jonas Kim has joined the company as Salesforce Administrator, bringing six years of Salesforce experience and a strong focus on improving business processes and operational efficiency.

In his new role, Jonas will oversee and support the company's Salesforce platform, helping optimize workflows, improve processes, and ensure the system continues to support the needs of 360 Equipment Finance as the company grows.

"I'm excited to join 360 Equipment Finance and have the opportunity to help improve the way we use Salesforce," said Jonas. "I enjoy finding ways to make processes simpler and more efficient, and I'm looking forward to working with the team to make things run more smoothly and help support the company's continued growth."

"Please join us in welcoming Jonas Kim as our new Salesforce Administrator," said Erik Tyvoll, Vice President of Information Technology at 360 Equipment Finance. "Jonas brings six years of Salesforce experience and a genuine drive to make our processes run smoother and smarter. He has a knack for spotting inefficient workflows and immediately thinking through how to fix them, an instinct that will serve us well as we sharpen our operations and set the team up for continued growth."

360 Equipment Finance continues to invest in experienced professionals and technology as it strengthens its operations and expands its presence in the equipment finance industry, supporting brokers, vendors, and businesses nationwide.

Michael Beswick Joins Maxim Commercial Capital as Chief Technology Officer

AUGUST 19, 2026, LOS ANGELES, CA - Maxim Commercial Capital ("Maxim") is pleased to announce Michael "Bez" Beswick has joined the company as Chief Technology Officer. Beswick brings over 15 years of experience as a technical architect and consulting practice lead across many industries to guide Maxim's technology strategy, systems architecture, data, and AI roadmap.

"Technology is pivotal to achieving our mission of redefining access to capital for underserved small and mid-sized businesses nationwide," said Michael Kianmahd, Maxim's CEO. "Bez's proven technology leadership skills combined with his vision for the future and spirited practicality will help propel Maxim forward as a business while improving the customer experience. We could not be more excited to have Bez aboard as our CTO and part of our leadership team."

Prior to joining Maxim, Bez served as Vice President of Services at Faye Digital where he led a specialized CRM practice. Previously, he was Vice President of Delivery at CRM Science, which was acquired by Faye Digital. Bez architected a 2019 Salesforce Partner Innovation Award-winning implementation and is a two-time Dreamforce presenter. He began his career as a programmer analyst and web developer building custom applications and analytics platforms.

"I'm very excited to join Maxim at such an interesting time for the industry," said Beswick. "Technology is reshaping specialty finance and commercial lending, creating opportunities for Maxim to be a leader in that evolution. As part of the leadership team, I am able to build and implement a sustainable, holistic technology strategy to strengthen Maxim's internal performance and position the company at the forefront of the industry's rapidly changing technological landscape."

PRESS RELEASES

SLIM Capital Launches SLIM to WIN, a First-of-Its-Kind Interactive Pricing Tool for Equipment Finance Originators

AUGUST 19, 2026, BEVERLY HILLS, CA - SLIM Capital, LLC, a boutique equipment fintech firm, today announced the launch of SLIM to WIN, a proprietary interactive pricing tool designed to help brokers and originators structure transactions more effectively and move approvals across the finish line.

The live calculator card is embedded directly within eligible SLIM approvals, giving originators immediate visibility into deal pricing and the ability to manipulate payment options without leaving the approval experience. Originators can adjust their points in 0.25-point increments and see how the customer's payment changes in real time. Approval email notifications will clearly identify when a transaction qualifies for SLIM to WIN.

When an originator elects to reduce points, SLIM matches that move with a pricing concession of its own. This shared approach brings the customer's payment closer to the number needed to close the deal, while still giving originators room to manage their own economics and commission.

"We were losing good deals over small pricing gaps. SLIM to WIN closes that gap in real time, and because we're sharing the concession with our originators, it's a win for both sides of the table, which is exactly how we align ourselves with our partners and clients," said Shervin Rashti, CEO of SLIM Capital.

How SLIM to WIN Works

- **Embedded in the approval.** Eligible transactions display a SLIM to WIN calculator widget directly within the approval.
- **Real-time scenario review**. Originators can move points up or down in 0.25-point increments within the available range and immediately review revised payment options.
- **Matched pricing support.** When an originator concedes points, SLIM also adjusts its pricing to help create a more competitive customer payment.
- **Immediate documentation.** Once a term is selected, the revised payment is reflected in the approval workflow and term sheet, with the selection recorded internally for visibility.

Availability

SLIM to WIN will be available on most, but not all, transactions. Email notifications and approval details will clearly indicate when the program is offered. Available point ranges and payment options are transaction-specific, and a selected option becomes final within the approval experience.

Built for Better Partner Outcomes

SLIM to WIN extends SLIM Capital's commitment to combining technology, direct decision-making and relationship-driven service. By making pricing more transparent and actionable for originators, SLIM aims to reduce back-and-forth, accelerate decision-making and give its partners another effective tool for closing equipment finance transactions. This is one in a series of enhancements and deployments we're rolling out to make SLIM Suite the preeminent choice for our partners.

PRESS RELEASES

Channel Announces Cindy Fleck Stepping Away After Distinguished Career in Equipment Finance

AUGUST 19, 2026 - MINNETONKA, MN **-** Cindy Fleck, a respected equipment finance industry leader with more than 36 years of experience with the last six-and-a-half years at Channel, today announced her decision to step away from the business to spend more time with her mom, following the loss of her dad in late June.

Fleck's leadership has been defined by a customer-first mindset, a passion for partnership, and a commitment to helping others succeed. During her tenure at Channel, she played a key role in launching and offering equipment finance, strengthening strategic partnerships, driving revenue growth, supporting organizational development, and helping position the company for future success.

"It has been an incredible privilege to serve this industry for more than three decades and to work alongside so many talented colleagues, customers, and partners," said Fleck. "I am immensely proud of what we have accomplished together and grateful for the relationships that have made this journey so rewarding. The trust, collaboration, and friendships built throughout my career will always be among my most cherished accomplishments."

Cindy has played active roles in all industry associations including NEFA (UAEL/EAEL), AACFB (NAELB), and ELFA – serving as conference chair, committee member and participant on many panels over the years. In addition, Fleck will continue to serve as a Trustee on the Equipment Leasing & Finance Foundation Board, being involved and passionate about the Campus to Career mission which has drawn many new graduates to our industry.

“I’m very fortunate to have worked alongside Cindy for many of her 36 years in the industry,” praised Brad Peterson, Co-Founder and Executive Board Member at Channel. “First at Schwan’s/US Bank/Manifest and the last several years here at Channel. I have often described her as ‘Keeper of the Flame’ relating to her steadfast focus on our culture, our mission and most importantly our relationship and commitments to our partners. Her contributions to Channel have been significant and enduring. She will be missed.”

“Since joining Channel, Cindy has been an essential member of the leadership team, helping shape the organization into what it is today,” added Adam Peterson, Chief Executive Officer at Channel. “Her leadership established a strong foundation for our partnerships, internal culture, strategy, and organizational development, one we will continue building on for years to come. We wish Cindy and her family all the best as they transition into retirement.”

As she looks ahead, Fleck plans to focus on family, personal priorities, and to continue supporting the industry through involvement as Trustee for ELFF and those professional relationships that have been central to her career.

PRESS RELEASES

Jennifer Fanz to Lead the Next Chapter of Operations at PEAC Solutions

AUGUST 20, 2026, MOUNT LAUREL, NJ **-** PEAC Solutions, a leading global equipment financing platform, today announced the promotion of Jennifer Fanz to Senior Vice President of Operations, effective September 1, 2026. In her new role, Fanz will report directly to Eileen Schoonmaker, President of the Americas.

Fanz currently serves as PEAC's Vice President of Sales – Healthcare, a role she has held since joining the company in November 2022. She brings nearly 30 years of experience in the equipment finance industry, with a career spanning sales, program management, sales management, and market development. During her tenure at PEAC, she has helped strengthen the company's healthcare financing business and deepen strategic partner relationships while supporting cross-functional initiatives that have enhanced customer and partner experiences.

Fanz's industry leadership has also been recognized by Monitor, which named her a Top Woman in Equipment Finance. She also served as past Chair of the ELFA Women's Committee, where she supported the advancement and development of women across the equipment finance industry.

As Senior Vice President of Operations, Fanz will focus on strengthening collaboration across teams and functions and driving operational excellence as PEAC continues to grow.

"Jen brings to this role an expert level of understanding of our business, our customers and partners, and what it takes to get things done," said Eileen Schoonmaker, President of the Americas at PEAC Solutions. "One of Jen's greatest strengths is her ability to bring people together across teams and functions to solve problems, create alignment and move initiatives forward. As we continue to grow, working as one connected organization becomes even more important, and I am confident Jen is the right leader to help strengthen those connections while continuing to drive operational excellence across PEAC."

Fanz said she is excited to take on the new role and build on the experience she has gained at PEAC.

"To say I am excited would be an understatement," said Jennifer Fanz, Senior Vice President, Operations at PEAC Solutions. "The last four years with this organization have been a defining chapter in my career, filled with incredible opportunities, meaningful relationships and tremendous growth. I am energized to take on this next role and bring my commercial perspective to the team." Fanz added, "I know that by collaborating with our talented operational leaders and dedicated teams, we will continue to elevate the support and processes that make a difference for our partners and embody our PEAC values. When we put people first, whether they are our colleagues, customers or partners, success naturally follows, and our performance will reflect that commitment."

Fanz's promotion marks the next chapter for PEAC's Operations organization, with a focus on strengthening cross-team collaboration and supporting the company's continued growth.



PRESS RELEASES

NewLane Announces Promotions to Credit, Sales, Support Teams

AUGUST 25, 2026 - PHILADELPHIA, PA **-** NewLane Finance, a subsidiary of WSFS Bank, has announced a number of promotions within its Credit, Sales, and Support teams:

Rebecca Masserini-Cooper has been named Vice President of Credit. This senior leadership role is responsible for overseeing the organization's Credit Policy and Credit Procedures & Guidelines, risk management, and lending strategy. She will also provide strategic direction and hands-on oversight of underwriting, portfolio management, and credit policy. Masserini-Cooper has more than 20 years' experience in the equipment finance industry.

Kimberly Cannon has been named Direct & Vendor Retail Sales Manager. In this role, she leads efforts to accelerate annual sales growth through the Direct Sales and Vendor Retail Sales channels, drive operational excellence in sales and customer service, and collaborate closely with organizational leaders to support strategic business objectives. She has more than 30 years' experience in the equipment finance industry.

Anetta Ventresca has been named Credit Operations Manager. In this position, she is responsible for auditing contracts to ensure compliance with credit guidelines before funding, maintaining vendor payment records, and contract modifications. She has more than 12 years' experience in the equipment finance industry.

"These promotions recognize the ongoing commitment of three team members who have been instrumental in helping NewLane reach our goals for growth and for service," said Robert Ferraro, Senior Vice President and Chief Sales Officer. "We're proud to have Rebecca, Kim, and Anetta leading their respective teams to keep us growing."

360 Equipment Finance Welcomes Valeria Barrera Pasillas as Titling Manager

AUGUST 25, 2026 - AUSTIN, TX - 360 Equipment Finance announced that Valeria Barrera Pasillas has joined the company as Titling Manager, bringing a decade of experience in equipment titling and a deep understanding of the processes required to efficiently manage titles and related documentation.

In her new role, Valeria will oversee the company's titling operations, helping ensure titles are processed accurately and efficiently while supporting brokers, vendors, customers, and internal teams throughout the funding process.

"I'm excited to join 360 Equipment Finance and bring my experience to a company that is continuing to grow," said Valeria. "I'm looking forward to working with the team, helping keep the titling process running smoothly, and using my experience to support our customers and partners."

"We're excited to have Valeria join us," said Ryan Chen, Director of Operations at 360 Equipment Finance. "She brings close to a decade in equipment finance titling, including leading title teams. Titling is one of the more demanding parts of what we do, and having someone with her experience run it helps us continue to service our broker partners at the level they expect."

360 Equipment Finance continues to invest in experienced professionals and operational excellence as it expands its presence in the equipment finance industry, supporting brokers, vendors, and businesses nationwide.

PRESS RELEASES

Channel Elevates Krogen to Head of Sales

AUGUST 27, 2026 - MINNETONKA, MN **-** Channel, a national leader in equipment finance and working capital solutions, today announced the promotion of Cory Krogen, CLFP, to Head of Sales. In this newly elevated role, Krogen will lead the company's full sales organization with responsibility for new business development, partner and customer retention, and sales execution across both working capital and equipment finance.

Krogen's appointment is a natural progression for someone who has been part of the Channel story from the very beginning. Joining Channel in 2010 as the company's fourth hire, he has grown alongside the organization through every major milestone from early working capital roots to its evolution as an on-balance sheet independent lender and the launch of its equipment finance product offering. He was named Director of Sales in 2020 and most recently served as Senior Vice President of Sales before stepping into this expanded leadership role.

"Cory and I go back even further than Channel does, and I've watched him navigate every evolution of the business," said Adam Peterson, Chief Executive Officer. "What has never changed throughout is how he shows up for his team, his partners, and their customers. He earns trust the old-fashioned way, one conversation and one relationship at a time. Putting him in this role is a recognition of what he has already proven, time and again. I could not be more confident in what he is going to do with it."

In this new capacity, Krogen will lead Channel's sales strategy and execution across both product verticals, overseeing the development and performance of its national sales team. He will be responsible for deepening partner relationships of all types and scale through product, program, and pricing negotiations. Krogen will also work closely with credit, portfolio management, and executive leadership to ensure the sales organization operates in full alignment with Channel's broader financial and compliance objectives.

"Cory is the definition of what it means to grow with an organization and make it better at every stage," said Ryan Schlenner, Managing Director. "He has lived every chapter of this company's progression and brings a perspective that simply cannot be replicated. Our sales team is talented, motivated, and ready, and with Cory leading the charge, I am certain we will raise the bar on how we serve our partners and build on the momentum we have already established."

"I am incredibly proud to step into this role and grateful for the trust placed in me," said Krogen. "Channel has always put the relationships with its people and partners at the epicenter of what we do. That does not change and this is another opportunity to deepen them. I am excited about what this team is capable of and looking forward to the work ahead."

Krogen holds a Bachelor of Business Administration degree from Hamline University's School of Business and earned his CLFP designation in 2021.

PRESS RELEASES

PEAC Solutions Elevates Alycia Kenney Montero to Senior Vice President, General Counsel & Chief Compliance Officer

SEPTEMBER 1, 2026 - MOUNT LAUREL, NJ **-** PEAC Solutions ("PEAC"), a leading global equipment finance platform, today announced the promotion of Alycia Kenney Montero to Senior Vice President, General Counsel & Chief Compliance Officer, effective September 1.

In her expanded role, Kenney Montero will lead PEAC's legal, compliance, and risk litigation management functions, helping ensure the organization continues to exceed regulatory requirements while supporting its broader business objectives. She will also lead multidisciplinary teams and serve as a key liaison to regulatory agencies and banking partners.

Since joining PEAC in July 2023 as Deputy General Counsel, Kenney Montero has played a critical role in strengthening the company's legal and compliance functions and supporting the organization's continued growth. She has worked in the fintech industry since 2010 and is admitted to the Massachusetts Bar.

"Great legal leadership isn't just about knowing the law; it's about understanding the business and helping it move forward responsibly," said Eileen Schoonmaker, President of the Americas at PEAC Solutions. "Alycia brings that balance every day: strong judgment, a deep commitment to PEAC and an equally strong commitment to helping our customers succeed. Her promotion is also a great example of succession planning working the way it should."

As Chief Compliance Officer, Kenney Montero will continue to focus on strengthening PEAC's regulatory framework, managing legal and compliance risk, and partnering across the organization to support responsible growth and operational excellence.

"In-house in the fintech space is always an adventure; with changing markets, sales innovations, and swinging regulatory pendulums, the challenges are endless, and the opportunity for impact is real. I am excited to keep growing and changing here at PEAC. The people make PEAC a very special place. It is an honor to work with such dedicated, smart, and kind people," said Kenney Montero.



PRESS RELEASES

Navitas Credit Names Karen Shields General Counsel and Kristen Wendle Director of Human Resources

SEPTEMBER 2, 2026 - PONTE VEDRA , FL - Navitas Credit LLC (“Navitas”), a leading equipment finance company, today announced the appointments of Karen Shields as General Counsel and Kristen Wendle as Director of Human Resources, strengthening its leadership infrastructure as the company enters its next phase of growth as an independent equipment finance company.

Shields joins Navitas with extensive experience in legal, regulatory, compliance, and risk management leadership across the equipment finance industry. Most recently, she served as General Counsel and Chief Compliance Officer at PEAC Solutions. In her new role, Shields will lead Navitas’ legal function and support the company’s regulatory, compliance, and risk management initiatives. She will be based in Navitas’ Mount Laurel, New Jersey office.

“I am thrilled to join Navitas as General Counsel at such a pivotal moment in the company’s evolution. I look forward to working alongside such a talented team in supporting the next phase of growth while strengthening the company’s legal framework and ensuring compliance with the industry's evolving regulatory landscape. I believe our combined expertise will help us scale the business thoughtfully and sustainably.” said Karen Shields.

Wendle joins Navitas as Director of Human Resources, bringing broad human resources leadership and business partner experience across financial services and other diverse industries. Most recently, she served as AVP, HR Business Partner at VyStar Credit Union. At Navitas, Wendle will lead the company’s human resources function and serve as a strategic partner to employees and leadership, with a focus on employee engagement, development, and growth. She will also play an important role in strengthening Navitas’ culture and supporting the organization as it continues to grow. Wendle will be based at Navitas’ headquarters in Ponte Vedra, Florida.

"I am grateful for the opportunity to step into this role during such a transformative period and support the organization in Human Resources, where people remain the foundation of our success,” said Kristen Wendle. “I look forward to connecting with employees across the organization, serving as a trusted partner, and contributing to an exciting journey of growth and success together."

“Karen and Kristen are tremendous additions to the Navitas team,” said Mike Bruman, Chief Executive Officer of Navitas. “As we continue to build for the future, their experience and leadership will be invaluable. Karen brings deep industry expertise across legal, regulatory, and compliance matters, while Kristen brings a strong track record of supporting employees and partnering with leaders to build high-performing organizations. We are thrilled to welcome them to Navitas.”

PRESS RELEASES

Wafra Completes Acquisition of Navitas Credit LLC

SEPTEMBER 1, 2026 - PONTE VEDRA , FL - Navitas Credit LLC (“Navitas”), a leading equipment finance company, today announced the completion of its acquisition by investment funds advised by Wafra Inc. (“Wafra”), the $30 billion New York City-based global alternative asset manager, from United Community Banks, Inc. (NYSE: UCB) (“United”) for approximately $2 billion in cash after closing adjustments.

Wafra has previously announced it had entered into a definitive agreement to acquire Navitas on June 12, 2026. The transaction marks the beginning of a new chapter for Navitas as an independent equipment finance company. With the support and partnership of Wafra, Navitas will continue to build on its strong market position, expand its capabilities, and pursue opportunities for continued growth while remaining focused on delivering equipment financing solutions to businesses nationwide.

“Today marks an important milestone for Navitas” said Mike Bruman, Chief Executive Officer of Navitas. “We are proud of what we have built and grateful to United for its partnership and support throughout our journey. As we enter this new era with Wafra, we are energized by the opportunities ahead and remain committed to continuing to build Navitas into the premier independent equipment finance company in the United States.”

“Navitas is a standout equipment finance company with proven leadership, deep industry relationships, and a track record of success,” said Edward Tsai, Head of Real Assets & Infrastructure at Wafra. “We are pleased to close our acquisition and to be launching our partnership with Mike and the entire Navitas team as they expand the strong capabilities of the business and further enhance its value proposition to its partners and customers.”

Navitas will operate under the Navitas Credit LLC name and will remain headquartered in Ponte Vedra, Florida. Bank of America and Wells Fargo provided acquisition financing, as well as $1.0 billion of additional financing capacity to support Navitas’ continued growth.

BofA Securities acted as exclusive financial advisors to United, and Squire Patton Boggs (US) LLP served as United’s legal advisor. Sidley Austin LLP, Chapman and Cutler LLP, and Clifford Chance LLP served as Wafra’s legal advisors.

360 Equipment Finance Welcomes Monica Coito as Contract Manager

SEPTEMBER 9, 2026 - AUSTIN, TX - 360 Equipment Finance announced that Monica Coito has joined the company as Contract Manager, further strengthening the company’s growing operations and documentation team.

In her new role, Monica will support the company’s contract management and documentation processes, helping ensure transactions are processed accurately and efficiently while providing a smooth experience for brokers, vendors, and customers throughout the funding process.

“I’m excited to join 360 Equipment Finance and become part of a team that is focused on growth and providing great service to its partners and customers,” said Monica. “I’m looking forward to getting to know the team, contributing my experience, and helping make the contract and funding process as smooth as possible.”

“We’re excited to welcome Monica to the team,” said Ryan Chen, Director of Operations at 360 Equipment Finance. “She brings nearly eight years of equipment finance documentation and funding experience, and she knows the third-party originator side inside and out. That depth is exactly what we need to continue to service our broker partners as our volume grows.”

PRESS RELEASES

360 Equipment Finance Welcomes Jan Schmitzer as Collections & Litigation Specialist

SEPTEMBER 16, 2026 - PONTE VEDRA , FL - 360 Equipment Finance announced that Jan Schmitzer has joined the company as Collections & Litigation Specialist, further strengthening the company's growing collections team.

In her new role, Jan will execute early-stage intervention strategies on delinquent commercial accounts, identify the root causes of default, and negotiate cure plans and restructuring options. She will also evaluate late-stage accounts for post-charge-off collections efforts, prepare files for legal placement, manage legal files with counsel, and execute post-judgment enforcement strategies.

"My favorite quote is, 'Everything happens for a reason.' I believe this applies to my joining the 360 team because I believe 360 will appreciate what I have to offer and help me continue to grow," Jan said. "I'm looking forward to becoming an asset to the company."

"We're excited and fortunate to have Jan join the team," said Jesse Jaskolka, Collections Manager at 360 Equipment Finance. "She brings a wide range of experience within our industry, having worn many different hats at her previous employer. She has a lot of enthusiasm for her work and a great attitude. I believe she will fit in well and hit the ground running."

360 Equipment Finance continues to invest in experienced professionals and service excellence as it expands its presence in the equipment finance industry, supporting customers nationwide.

PRESS RELEASES

CLFP Foundation Welcomes 16 New CLFPs

SEPTEMBER 28, 2026 - The Certified Lease & Finance Professional (CLFP) Foundation is pleased to welcome its newest class of CLFPs: 16 industry professionals who have demonstrated mastery of the equipment finance body of knowledge by passing the rigorous CLFP Exam. Representing diverse companies and roles across the industry, these individuals have joined an elite community united by a commitment to professional excellence and ethical practice. They are:

1. Nicholas Bruns, CLFP – Capital Markets Relationship Manager, Equipment Finance, Fifth Third Bank
2. Nathan Chilton, CLFP – Director - Mechanical and Engineering, Midwest Railcar
3. John Coad, CLFP – Business Development Manager, New Trucks, Crossroads Equipment Lease & Finance LLC
4. Jack Dison, CLFP – Director – Work Truck Group, Crossroads Equipment Lease & Finance LLC
5. Erin Fugh, CLFP – Application Consultant, Solifi
6. Evelyn Izydorski, CLFP – Large Ticket Credit Underwriter, Crossroads Equipment Lease & Finance LLC
7. Alexandrea Jones, CLFP – Senior Application Consultant, Solifi
8. Rodney Landis, CLFP – Segment Credit Executive, Webster Bank
9. Nathan Obringer, CLFP – Officer - Equipment Finance Representative, Fifth Third Bank
10. Nicola Okolo, CLFP – Project Manager, Solifi
11. Jacquelyn Paulsen, CLFP – Chief Operating Officer, Synergy Financial Resources, LLC
12. Joseph Reed, CLFP – Senior Lease Commencement Administrator, Stryker
13. Kaye Rini, CLFP – Senior Application Consultant, Solifi
14. James Rusch, CLFP – Regional Credit Manager, Crossroads Equipment Lease & Finance LLC
15. Brigid Ryan, CLFP – Equipment Finance Capital Markets Associate Relationship Manager, Fifth Third Bank
16. Carolyn Walsh, CLFP – Lead Business Analyst, Solifi

“I had been considering pursuing the CLFP designation for several years, so I was incredibly grateful to receive a scholarship through AACFB (American Association of Commercial Finance Brokers) to attend an Academy and take the Exam in honor of Roderick Knoll, CLFP,” shares Jacquelyn Paulsen. “Throughout my career, I’ve been fortunate to have incredible mentors within the equipment finance industry. While I did not have the opportunity to know Roderick personally, I know the impact he had as a mentor to so many, which made receiving the scholarship especially meaningful.”

“I’ve also always had a strong desire to keep learning, and in an industry that is constantly evolving, there is always more to learn,” adds Paulsen. “Pursuing the CLFP was an opportunity to expand my knowledge while demonstrating my commitment to my profession and to the vendors, customers, and colleagues I work with every day. I’m proud to have earned the designation, and am especially excited to add another CLFP to our small but mighty team at Synergy Financial Resources.”

Earning the CLFP designation signals more than technical expertise. It reflects a commitment to elevating the equipment finance industry through continuous learning, ethical leadership, and shared professional standards. CLFPs and Associates are now found across the United States (including Puerto Rico), Canada, India, Pakistan, Africa, New Zealand, and Australia. To learn more or begin your own path to certification, visit www.CLFPFoundation.org.

PRESS RELEASES

A Triple Recognition for Channel's Influential Leadership by Monitor

OCTOBER 15, 2026 - MINNETONKA, MN – Channel is proud to announce three members of its leadership team have been named to Monitor's 2026 Most Influential People in Equipment Finance. The list is built entirely from peer and colleague nominations, so these leaders were put forward by the people who work alongside them.

Kristi Schon, Chief Marketing Officer, Brand Builders Category

Robert Moskovitz, Chief Financial Officer, Market Movers Category

Hannah Anderson, Director of Human Resources, Culture Creators Category

All three share a habit of reaching past their job descriptions. Instead of chasing trends, they focus on awareness for what's next, gathering facts to make informed calls, and leveraging wide networks they've built to test ideas with. That extra effort means Channel's teams go into each new challenge with sound strategy and the resources to back it up. "One of the things I appreciate most about Kristi, Robert, and Hannah is that they're always focused on something bigger than themselves," said Adam Peterson, Chief Executive Officer. "They have a way of getting out ahead of what's coming and bringing back what our teams need to stay a step ahead. Each of them has built strong teams and invested in people throughout their careers, and it shows."

Now in its second year, the Monitor list draws from an online survey of peer and colleague nominations across 17 categories. Monitor's goal is to capture the people making a lasting impact on the industry, and it gives behind-the-scenes contributors the same weight as the most visible.

Schon has spent nearly 6 years shaping how the organization and its brands show up in the marketplace. She believes businesses are built on relationships. Whether sharing ideas with industry peers, supporting association initiatives, or helping team members find their voice, she has made a lasting impression by putting people first and creating meaningful connections along the way.

Moskovitz brings a deep understanding of the funding landscape and a vast network that he uses to change how Channel navigates shifts in the market while sustaining focus on long-term stability. This approach helped him bring together a more diverse mix of funding sources, further strengthening Channel's foundation with readiness to continue serving its partners when conditions change.

For Anderson, culture starts with the people. From leadership programs to employee-driven initiatives, she has helped build an environment where team members feel supported, valued, and encouraged to contribute in meaningful ways. She believes a strong culture starts with investing in development at every career stage and creating opportunities for growth.

"We're proud to have three of our leaders on this year's list, and it's incredibly powerful when you consider it's entirely determined by their peer set," said Rob Ceribelli, President. "The influence each of them has and the impact they've had on our organization has and continues to exceed expectations. They embody what truly sets Channel apart."

At Channel, success is never the work of one person. These honors speak to the whole team, serving as a reminder of the company's differentiated focus to "win together" - both with internal teammates and external partners alike. Channel's presence on this year's list reinforces the company's commitment to thought leadership and the collective effort behind its influence on the equipment finance industry.

PRESS RELEASES

CLFP Foundation Celebrates 41 Years of the CLFP Designation and Honors Andrea Schmid, CLFP, Dave Schaefer, CLFP and Terey Jennings, CLFP

OCTOBER 19, 2026 - The Certified Lease & Finance Professional (CLFP) Foundation proudly celebrated CLFP Day 2026 on October 8th, marking 41 years of the CLFP designation. Under this year's theme, Decades of Dedication, CLFPs and industry colleagues came together for a virtual celebration and in-person gatherings across the country, honoring the professionals, relationships, and shared commitment to excellence that continue to strengthen the equipment leasing and finance industry. This year's celebration also honored three outstanding members of the CLFP community: Andrea Schmid, CLFP, recipient of the Cindy Spurdle Award of Excellence, and Dave Schaefer, CLFP, and Terey Jennings, CLFP, recipients of the Larry LaChance Lifetime CLFP Award.

The CLFP Foundation proudly recognized Andrea Schmid, CLFP, with the Cindy Spurdle Award of Excellence for her leadership, service, and continued commitment to advancing the CLFP designation and supporting fellow equipment finance professionals. The Cindy Spurdle Award of Excellence recognizes a CLFP in Good Standing who has demonstrated exceptional leadership and made significant contributions to the equipment finance industry and the CLFP Foundation. Schmid's dedication to helping others succeed reflects the spirit of this award and the collaborative culture at the heart of the CLFP community.

Throughout her career, Schmid has been a dedicated advocate for professional development, helping colleagues expand their knowledge and achieve their CLFP designations. Reflecting on her decade as a CLFP, Schmid looked back at the impact of her efforts and counted nearly 100 professionals she has helped earn the designation, with that number continuing to grow. "The CLFP community embodies everything that makes our industry exceptional: a commitment to learning, collaboration, and helping others succeed," said Schmid. "I am honored to receive this recognition and remain passionate about advancing the CLFP designation and supporting future leaders. My hope is that we continue to inspire the next generation of equipment finance professionals and foster the same sense of community and opportunity that has meant so much to me."

The CLFP Foundation also recognized Dave Schaefer, CLFP, and Terey Jennings, CLFP, with the Larry LaChance Lifetime CLFP Award, honoring their longstanding contributions to the Foundation and their continued connection to the designation.

Schaefer earned his CLFP designation early in his career and credits the knowledge it provided as an important part of his professional journey. "The CLFP designation is more than a title representing your standing in the industry. It shows your pride and commitment to professionalism in our valuable industry, supporting small and large businesses," said Schaefer. "I was fortunate to earn my CLFP early in my career. It prepared me for my nearly 50-year career. And maybe the best part is all of the wonderful and enjoyable folks associated with it!"

Jennings, a longtime leader at Financial Pacific Leasing, saw firsthand how the CLFP designation strengthened both individual professionals and the organizations they served. "I'm honored to be selected as one of this year's recipients of the Larry LaChance Lifetime CLFP Award. It's extra special to be recognized along with Dave Schaefer, who I've known and worked closely with for 40 years," said Jennings. "For many years Financial Pacific had more CLFPs than any company, and I would routinely be asked why FinPac valued the CLFP designation so much. My answer was easy in that we were a better company because of our CLFPs. The breadth of equipment finance knowledge needed to become a CLFP created great value to each of our CLFPs and our company."

In addition to the virtual celebration, CLFPs and industry colleagues gathered at in-person events across the country to mark the occasion. These local celebrations provided opportunities to reconnect with colleagues, welcome fellow professionals, and recognize the shared dedication that unites the CLFP Community.

PRESS RELEASES

BSB Leasing Names Dylan Myerson President; Don Myerson Becomes CEO

Equipment finance company that Don Myerson founded in 1982 reports credit approvals up 47% this year

OCTOBER 15, 2026 - LITTLETON, CO - BSB Leasing today announced that Dylan Myerson has been named President, effective September 25, 2026. Dylan leads BSB's day-to-day operations and its direction going forward.

Don Myerson, who founded BSB in 1982 and led it as President until September, is now CEO and remains active in the business. He works with Dylan on the company's direction, leads BSB's funding-source relationships, and continues to welcome new broker partners.

"I'm not going anywhere," said Don Myerson. "I'm looking forward to watching Dylan grow this company."

Dylan joined BSB nearly a decade ago with no background in equipment finance. He started by rebuilding the company's website and Salesforce system, then learned the business and led BSB's growth into a broader partner for brokers. Under his leadership, BSB approved 47% more deals through September 2026 than in the same period of 2025.

360 Equipment Finance Welcomes Andrea Hwang as Funding Coordinator

NOVEMBER 2, 2026 - AUSTIN, TX - 360 Equipment Finance is pleased to announce the addition of Andrea Hwang to its operations team as Funding Coordinator. Hwang joins the company with extensive experience in lending and loan operations, further strengthening the team responsible for supporting funding transactions and delivering a high level of service to the company's broker partners.

Hwang brings more than six years of experience across various areas of lending and loan operations, including funding, loan documentation, credit coordination, and appraisal. She holds a Master of Business Administration (MBA) and brings a strong attention to detail, thorough document review skills, and a commitment to keeping transactions moving efficiently.

In her role as Funding Coordinator, Hwang will oversee funding transactions from documentation through closing, working closely with the credit, titling, and sales teams to ensure deals are processed accurately and funded in a timely manner.

"We're excited to welcome Andrea to the team," said Ryan Chen, Senior Vice President of Operations at 360 Equipment Finance. "She brings valuable lending and documentation experience, along with a strong understanding of what it takes to get deals across the finish line. Her attention to detail and commitment to keeping transactions on track will be a great addition to our operations team and the service we provide to our broker partners."

Hwang expressed enthusiasm about joining the company and contributing to the continued success of the team.

"I'm excited to join 360 Equipment Finance as a Funding Coordinator," said Hwang. "Funding is where speed and accuracy really matter, and I take pride in getting deals across the finish line. I'm looking forward to growing with a team that clearly cares about doing right by its partners."

360 Equipment Finance welcomes Andrea to the team and looks forward to her contributions as the company continues to strengthen its operations and relationships with its partners.