



Imantas Cepaitis

ALPHA ASSET FINANCE

Broker Vault



How to be a successful Asset Finance Broker



Asset Finance is a solution for people who wish to purchase capital assets without paying for them outright at the outset.

There are a variety of ways they can source this funding: An Asset Finance Broker UNDERSTANDS how to access the most suitable funding for each particular client in a way that matches their business or personal needs.

If you are at the beginning of your Asset Finance Broker journey, or just thinking about becoming an Asset Finance Broker, why not consider entering the Alpha Asset Finance Broker Vault where you get all of the support you need?

Here are our top ten tips for being a successful asset finance broker:

1. Do your homework – understand as much as you can about your customer's business
2. Treat every customer like they are your only customer regardless of size
3. Put yourselves in their shoes – treat their business like it was your business
4. Be available 24/7 – your customers may need to get hold of you outside of the 9 – 5 so make sure you are contactable
5. Structure your deals correctly – ensure that you don't opt for the easy route but make it the right route for your customer



6. Communication & Transparency – keep your customers up-to-date and with how things are going whether good or bad
7. Cultivate relationships with your customers and dealers – people buy from people
8. Understand the assets – find out as much information as possible about the asset you are funding this will help when approaching the lenders



9. Keep abreast of industry developments and the marketplace e.g. GGS, FCA changes to regulation etc.
10. Work smart – be organised, have good time management skills – don't be a busy fool!

If you think you have the potential to become a successful Asset Finance broker, book a discovery call to find out more about our Broker Vault, it contains everything you need to help you achieve successful Asset Finance broker status, along with the support of our helpful and friendly back office team. There is no upfront cost to enter the Broker Vault.

Start your journey to becoming a successful asset finance broker today.

Unlock your potential. Book a discovery call.

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