



Lease Finance Limited

Asset Finance Broker

Welcome

## Introduction

Welcome to Lease Finance Limited, a pioneering force in the realm of asset finance since our establishment in 1989. At Lease Finance Limited, we are driven by a steadfast commitment to empowering businesses across the United Kingdom, offering bespoke financial solutions tailored to their diverse needs and aspirations.

## Our Legacy:

For over three decades, Lease Finance Limited has stood as a beacon of reliability and innovation in the finance industry. Our enduring legacy is built upon a foundation of trust, expertise, and an unwavering dedication to our clients' success.

## Our Mission:

Our mission is simple yet profound: to serve as a catalyst for the growth and prosperity of businesses by providing strategic asset finance solutions. We strive to transform aspirations into achievements, bolstering companies' capabilities to expand, optimise, and thrive in dynamic market landscapes.

## Our Approach:

At Lease Finance Limited, we believe that each business is unique, deserving of tailored financial strategies that align with their goals. Our approach is rooted in understanding the distinct requirements of every client, offering flexibility, innovation, and unwavering support at every step of their financial journey.

## What Sets Us Apart:

What distinguishes us is not just our extensive experience or comprehensive suite of financial products. It's our unwavering dedication to our clients' success, our relentless pursuit of excellence, and our commitment to forging enduring partnerships built on trust, transparency, and reliability.

## Our Commitment:

As we look to the future, our commitment to our clients remains resolute. We pledge to continue innovating, adapting, and evolving our services to meet the ever-changing needs of businesses, ensuring that they have the financial support they require to thrive in an increasingly competitive landscape.

At Lease Finance Limited, we invite you to embark on a transformative financial journey with us, where your ambitions are met with expert guidance, and your success becomes our shared triumph.

*Welcome to Lease Finance Limited. Empowering Your Financial Freedom.*

# Unlocking Opportunities as a Self-Employed Asset Finance Broker

At Lease Finance Limited, we present an exciting opportunity for individuals seeking to break free from the traditional 9-5 structure and embark on a rewarding journey as self-employed asset finance brokers.

We empower you to forge your path to success while offering comprehensive support and a robust platform designed to propel your career to new heights.

## Platform for Success:

### Marketing Support

As a self-employed broker with Lease Finance Limited, you gain access to our robust marketing infrastructure. Benefit from monthly customised email campaigns, social media strategies, and your dedicated webpage on our website.

Leverage these resources to enhance your visibility and reach potential clients effortlessly.

### System Support

Our commitment to your success extends to providing cutting-edge tools and systems.

Utilise a professional Customer Relationship Management (CRM) platform, advanced proposal systems, efficient prospecting software, comprehensive compliance checks, and dedicated post-deal follow-up support.

These tools streamline your operations and maximize your efficiency.

## Direct Access:

### Direct Contact with Lenders

We facilitate direct communication channels with a vast network of lenders. This direct access enables you to negotiate and secure the best financing options for your clients swiftly.

### Loan Provider Portals

Enjoy direct access to loan provider portals, empowering you to explore and select tailored financial solutions efficiently.

### Invoice Finance Partners

Gain direct contact with our esteemed invoice finance partners. Collaborate seamlessly to provide optimal solutions to your clients' invoice financing needs.

## Comprehensive Training and Support:

### Training Program

We offer a comprehensive training program tailored to equip you with in-depth knowledge and expertise in asset finance. Our training covers industry insights, product knowledge, sales techniques, and compliance essentials, ensuring you're well-prepared to excel in your role.

### Ongoing Mentorship

Benefit from ongoing mentorship and guidance from seasoned professionals in the field. Our team provides continuous support, empowering you to navigate challenges and seize opportunities effectively.

## Your Journey Starts Here:

At Lease Finance Limited, we envision a future where your ambitions are realised and your entrepreneurial spirit flourishes. Join us and step into the world of self-employment with the backing of one of the most established and supportive asset finance brokers in the UK.

*Empower your career. Embrace entrepreneurship. Join Lease Finance Limited as a Self-Employed Asset Finance Broker.*



Lease Finance Limited

Mission Statement  
Start with the end in mind...

Our Strategy for Achievement:

### **Preserving LFL Deals:**

Upholding our current deal volume is paramount. This entails:

- Ensuring unparalleled customer service.
- Sustaining consistent phone communication.
- Regular monthly email dispatches.
- Active engagement on social media platforms.
- Seeking referrals and garnering reviews on platforms like Trustpilot.

### **Empowering Brokers:**

Continuous enhancement of offerings for our self-employed brokers is pivotal:

- Advancing CRM capabilities for smoother processes.
- Strengthening the website to support broker endeavours.
- Engaging in impactful social media initiatives.
- Equipping brokers with effective prospecting tools.
- Expanding our network of funding partners.
- Organising team-building events and excursions.

### **Attraction of New Brokers:**

Strategic measures to entice fresh self-employed brokers:

- Engaging social media campaigns to lure potential candidates.
- Encouraging referrals from existing brokers.
- Exploring partnerships with funders who can refer potential candidates.
- Leveraging YouTube and targeted social media advertisements.

## **Preserving LFL Deals**

### **Ensuring unparalleled customer service.**

Customers are the lifeblood of our business. Providing exceptional customer service is paramount in our industry. This necessitates the establishment of robust policies and procedures governing every customer interaction. Our customer service manual must remain dynamic, adapting to evolving customer needs and leveraging the latest available technologies.

### **Sustaining consistent phone communication.**

While email and social media play crucial roles in our operations, consistent telephone communication remains paramount. Recognising diverse customer needs, the frequency of calls may vary. Our customer service manual must outline clear guidelines for telephone contact. Every customer in our database should have a scheduled telephone interaction at least once every 12 months, if not more frequently. Incorporating the habit of scheduling follow-up calls after each contact is imperative.

### **Regular monthly email dispatches.**

Consistently sending a monthly email to our customer database is pivotal in maintaining our presence in their awareness. These emails shouldn't focus on sales but rather on being valuable and informative. They should position LFL as an authoritative source in asset finance, aiming to foster trust and loyalty without becoming intrusive or bothersome.

### **Active engagement on social media platforms.**

Similar to our email strategy, maintaining a robust presence across social media platforms is imperative. Our posts should consistently provide valuable and informative content to our audience. Each post should feature a clear and distinct call to action. Timing is crucial as we aim to avoid blending into the background noise of social media.

### **Seeking referrals and garnering reviews on platforms like Trustpilot.**

We should proactively seek recommendations from our satisfied customers. Timing is crucial, and the ideal moment to request a recommendation is shortly after successfully completing a deal. Additionally, seeking referrals from suppliers can be beneficial. Moreover, we must cultivate the practice of inviting each customer to share their experience through a Trustpilot review. This aligns with our commitment to consumer duty policies mandated by the FCA, ensuring transparency through honest and genuine reviews.

## **Empowering Brokers**

### **Advancing CRM capabilities for smoother processes.**

Continuing the evolution of our CRM system is crucial to cater to the evolving needs of both our brokers and administrative staff. Focusing on streamlining the proposal process and enhancing reporting capabilities is vital, especially as we scale our operations.

### **Strengthening the website to support broker endeavours.**

The website is set to become an invaluable asset in the brokers' toolkit. It should mirror LFL's professionalism and the wide array of services available to our customers. Our plan includes creating personalised landing pages for each broker, showcasing their specialised expertise and providing direct contact information. As we progress, we aim to incorporate additional tools like finance calculators and application forms to enhance user experience and functionality.

### **Engaging in impactful social media initiatives.**

We aim to bolster our brokers' social media presence by furnishing them with a variety of corporate photos, images, quotes, and articles. Cultivating a supportive culture among our brokers involves actively engaging with and amplifying each other's messages by liking and sharing their content. This collaborative approach strengthens our collective online footprint and fosters mutual support within our network of brokers.

### **Equipping brokers with effective prospecting tools.**

Our investment in state-of-the-art prospecting tools empowers our brokers to achieve autonomous growth. This strategic investment serves as a testament to our trust and support in our brokers, fostering a sense of loyalty towards our brand and its overarching mission.

### **Expanding our network of funding partners.**

Expanding our network of funders offers our brokers an extensive array of choices for their customers. This expansion ensures that each broker feels assured in finding the perfect match for their customer's needs. Listening attentively to our brokers' requests for new funders is crucial; it's imperative that we strive to accommodate their needs by adding suggested funders to our panel.

### **Organising team-building events and excursions.**

Despite operating independently, fostering a sense of camaraderie among our brokers is paramount. Encouraging frequent team-building events is essential to cultivate a cohesive team dynamic. These events aim to create an environment where brokers feel comfortable reaching out to one another for advice or support on deals they might encounter for the first time.



## **Attraction of new brokers**

### **Engaging social media campaigns to lure potential candidates.**

Amidst the abundance of finance brokers on platforms like LinkedIn actively seeking new self-employed personnel, it's imperative for us to stand out against the noise. Crafting strategic and innovative campaigns is key to conveying the distinct message that LFL stands as the ideal choice for individuals aiming to transition into self-employment within the finance sector.

### **Encouraging referrals from existing brokers.**

Despite the inherent competition among self-employed finance brokers operating under Lease Finance Limited, fostering a culture of collaboration and mutual support is crucial. Encouraging these brokers to refer potential contacts interested in joining the team is vital. Our recruitment message should revolve around the principle of 'Stronger Together', emphasising the power of unity and collective effort within our network.

### **Exploring partnerships with funders who can refer potential candidates.**

Broker managers, entrenched in continual communication with asset finance brokers, present an opportunity for us to expand our team. It's crucial to inform these broker managers about our interest in recruiting additional staff. By doing so, they can suggest LFL as an alternative to brokers who express dissatisfaction in their current roles. Moreover, showcasing the earning potential of self-employed asset finance brokers may even spark the interest of these broker managers to explore this avenue themselves.

### **Leveraging YouTube and targeted social media advertisements.**

Utilising YouTube advertising stands as a cost-efficient method to effectively reach a specific audience. Our strategy involves crafting concise 5-second ads tailored for viewers interested in asset finance and self-employment. Thorough research into relevant keywords and phrases is pivotal for the success of this campaign, ensuring optimal targeting and resonance with our intended audience.

To take the next step to becoming a self-employed asset finance broker with lease Finance Limited

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