

Clear Asset Finance shows the way out of recession

by Brian Rogerson, Asset Finance International, 28th March 2012

Clear Asset Finance (Clear) is an exceptional broker. After only one year's existence it is thriving where other UK brokers are struggling. Steve Green, one of Clear's Sales Directors told Asset Finance International that far from following the "general" broking route, the company is developing its own specialisms.

"We are establishing ourselves in the renewable and energy efficiency Technologies sector," he said, "and working on some large projects in areas such as LED Lighting and Voltage Performance Optimization.

Apart from the expertise and experience of its senior management – Mark Haywood, operations director, Steve Dexter, co-director and Chris Barker, head of Green Energy Division, the company has benefited (and managed to differentiate itself) by its investment in technology.



Steve Green, Clear Asset Finance



Smartphone app for Credit Application

We are also about to complete a deal involving a £1.5M CCTV installation." Green added that, in addition to the energy efficiency market sector, Clear is also assisting in funding in the public sector (mailing rooms for government bodies) and in the automotive industry (diagnostic equipment). **"We have funded over 700 contracts in our first year,"** he explained, "which has been a year of building our infrastructure and level of service that has allowed us to offer something different in the marketplace."

Working on the premise that it is crucial for salespeople to have finance at their fingertips to be able to sell their assets more effectively, Clear has invested in Sprint, a lease finance eCommerce quotation and document management system which frees the broker from a specific lender whilst delivering a top-class service level that vendors expect. Sprint, which is developed by **Mobile Productivity**, quotes lease rentals to a prospective client by way of a Mobile phone application.

Mobile Productivity



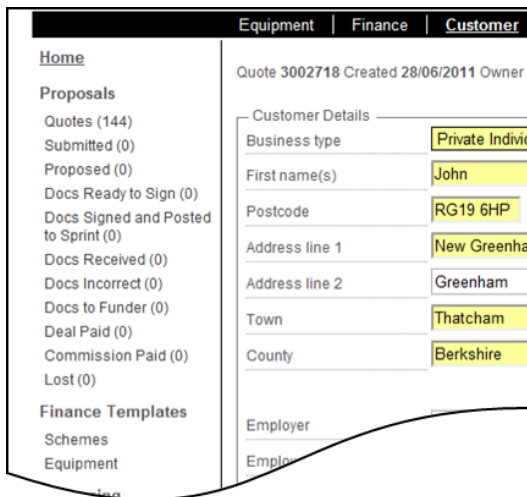
The scheme embedded in the mobile phone is bespoke to each vendor. Green explained that the phone App contains the vendor's finance package and can be personalized with corporate branding. "The quotation and the credit application," he said, "can be submitted via the mobile phone application to us for the initial credit checking of the client, we then pass the proposal to the most appropriate funder"

Integration

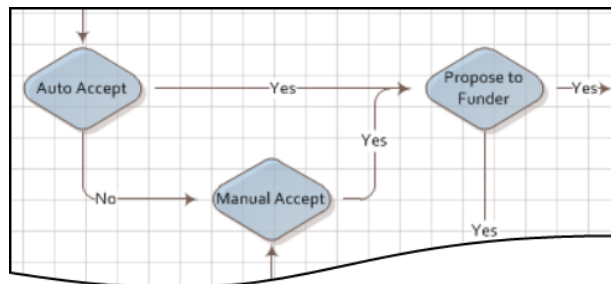
He added; "When you are broking into new markets the mobile application empowers suppliers to quote finance and integrate leasing into the sales process.

At the same time Sprint supports the back-office process – delivering proposals online and linking through to our new business desk.

Green stressed that Mobile Productivity's policy that "everything is configurable" ensured the evolution of a system that works admirably for Clear. "We wanted something different," he said. "And from the start our focus was to create a system that really impressed the supplier. Mobile Productivity has the ability to put our ideas into a working format."



Typical Broker Workflow



Converting business ideas into a working format

Mobile productivity has also developed an electronic data interchange (EDI) link with Investec Asset Finance providing us with a seamless credit application process, with Mobile Productivity's help we intend to mirror this with our other lessors"

After one full year's operation, Clear is going from strength to strength. A new sales coordinator, Andrew Wilkins, has been recruited from Pitney Bowes Financial Services to head up Clear's lease activation services, and other appointments have augmented the initial team. And Green confirms that the company is still on the lookout for additional sales agents on a UK-wide basis.

As UK brokers seek to shake the dust of the last few years from their boots and prosper in the post-recession era they can do worse than watch the progress of Clear Asset Finance

Reprinted with kind permission of Asset Finance International, March 2012

About Mobile Productivity

With over 10 years of experience and a number of high profile customers, Mobile Productivity is a niche supplier of innovative front-office web and mobile eCommerce solutions to the Asset Finance industry. To find out more, phone +44 1635 817475, email mail@mobileproductivity.com or visit www.mobileproductivity.com

Mobile Productivity

