

Who better than a broker to understand a broker?



Renaissance Asset Finance ("RAF") was launched as a new lending business to the broker market in July 2014. Hugh Sigrist the founder, having formerly run the very successful Essex based brokerage, Reliance Financial Contracts, for 16 years. This business was then sold to a merchant bank in 2008, where Hugh and his team developed an outstanding lending book of around £70 million over the next 5 or so years. The majority of the business was sourced from the UK's premier asset finance brokers.

So, Renaissance are in the fairly unique position of having been both a successful broker and a successful and proven lender to the broker market, for many years. This means we are highly experienced in the broker sector with detailed knowledge from both sides. This expertise, sets us apart from many lenders in the broker market.

RAF specialise in the SME Sector and dealing with HNWTs. All business is written on an Unregulated basis with an average deal size of around £100,000. We finance most hard assets: Heavy and Light Commercial Vehicles, Coaches,

Mini Buses, Plant & Machinery, High Value Cars, London Taxis, Commercial Audio Visual Equipment, Agricultural Goods, Hire Fleets and Cars. In addition; Business Critical Soft Assets.

Our other specialism is Re-Finance, and Sale and Lease Back. Where we assist our clients in finding funding solutions for other requirements: this may be for business acquisition purposes; to finance refurbishment costs; become less reliant on bank overdraft lines; for raising money to enable the customer to buy goods at auction or overseas, and so on. This is achieved by raising funds against hard assets they already own.

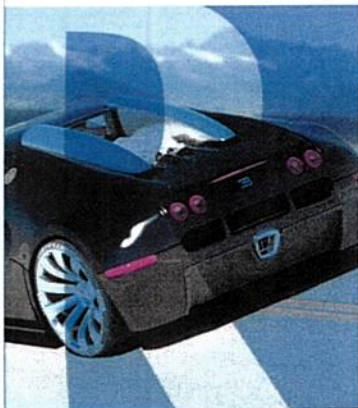
Renaissance have a policy of visiting the customer in the field on the first deal. This helps us obtain a full understanding of the client's business, and their requirements. In addition, it often enables us to set larger lines of credit for the customer, which generates more commission for the introducing broker. Knowing the customer is at the heart of everything we do.

Since the launch of the business six months ago, Hugh Sigrist says he cannot believe how successful Renaissance have

been, and adds, "RAF already have a book in excess of £25 million and expect to lend some £50 million in their first year. I cannot think of a broker who I have dealt with historically, who has not wanted to deal with us again at Renaissance. In addition, many new brokers have approached us wishing to have facilities. This is a great compliment.

"Even at this time when there are more lenders than ever entering the broker market, our experience and expertise is well known and respected. In addition, our high values and reputation for honesty and integrity is very important to our broker partners, where many are worried about existing lender re-soliciting the customers the broker originally introduced.

"Having been a broker, we know that the customer is the brokers 'life blood'. Any direct approach is always referred back to the introducer. In addition we have an excellent bank, BLME, supporting our growing lending operation. They have been a perfect funding partner, with a very commercial and like-minded entrepreneurial approach to our own." BW



Broker Lines

Facilities for Asset Finance Brokers from Renaissance
Specialists in Finance, Leasing and Refinance

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