

Platform Broker Bulletin

A comprehensive review of the
Asset Finance Market



The Platform Difference

At Platform Finance, we do not offer a one-size-fits all solution, far from it.

For us, it is all about partnerships and finding the right way to work together, after all, you and your business are unique, and your professional partnerships should reflect that. That is why we develop our relationship to suit your business needs – not the other way around. If you are moving into Asset Finance or looking for a new aggregator to support your growth – partner with Platform and watch your business thrive.



We offer ongoing, personalised support that helps build a strong and connected relationship.



For those that are not confident in writing Asset Finance, we are here to offer 100% support from scenario to settlement, as well as long-term mentoring, guidance, and training.



Instant Asset Write-Off enhanced & extended to 30 June 2023

Vehicle Finance

The Australian automotive industry, like many sectors in the Australian market, has faced challenging conditions but the industry remains hopeful the worst is behind it and there is a clear road ahead.

Government initiatives have been a welcome stimulus for the market, including the enhancements to the Instant Asset Write-Off scheme. New assets purchased after the after the October 2020 budget announcement, with no upper limit on cost, can be fully written-off for tax purchases in the year they were installed and ready for use, until 30 June 2023.

We are seeing an increase in demand for utes and vans giving a much-needed boost to the Light Commercial segment.

Vehicle Finance Growth Opportunities:

- Tradespeople
- Transport & Logistics
- Landscapers
- Maintenance businesses
- Delivery businesses
- Courier services
- Ride share

Business Finance

SME's account for almost 98% of businesses and employ 44% of Australia's workforce.

This sector offers a range of opportunities for brokers who can provide options to assist business growth during this time. Diversifying into Business Finance, with products such as Line of Credit, Cash Flow Finance and Trade Finance, can offer a broker another income source.

Business Finance Growth Opportunities:

- Transport
- Building & Construction
- Agriculture
- Mining
- Manufacturing



Equipment Finance

With numerous business stimulus packages being introduced by the Government, we are seeing increased incentives in place to create jobs, improve infrastructure and encourage spending.

Initiatives such as temporary full expensing, instant asset write-off and accelerated government infrastructure projects have increased the affordability and demand for new equipment purchases.

Put simply, equipment, plant and machinery finance opportunities are plentiful for asset finance brokers right now, as the government continues to support business investment.

Equipment Finance Growth Opportunities:

- Transport
- Construction
- Agriculture
- Plant & Equipment
- IT & Computer suppliers
- Mining

Platform Connect - the CRM built to grow your business

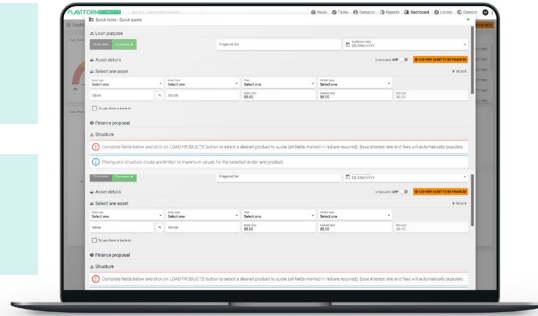
Platform Finance has invested in development of a custom-built cloud-based CRM to provide our brokers and business partners with the best asset finance lead management and loan application system on the market.



Seamless submissions via API direct to multiple lenders



Automated NCCP & Compliance documents



Access to the referrer & client portals on any device 24/7



In-built Marketing & CRM tools

1 Step 1

Referring broker creates new quote or deal for client



2 Step 2

Client wants to proceed, Broker to complete loan file and create compliance documents



3 Step 3

Referring Broker has option to send to Platform for processing or go direct to lender



4 Step 4

Document preparation and settlement, with complete deal tracking along the way

Contact our team for more information

brokersupport@platform.com.au
1300 730 856
broker.platform.com.au

PLATFORM
FINANCE