



Media Release

Leading WA Finance Broker Completes Change of Business Trading Name

Monday September 22, 2014. Leading West Australian finance broking company Security Allied Finance Pty Ltd has successfully completed the process to change its trading name to [Allied Finance \(WA\)](#) and Managing Director Russell Green confirmed the new identity has been well received by clients, alliance partners and industry.

The shortened name was selected as it conveyed a very clear marketing message to clients and prospective clients that "FINANCE" was the purpose and core focus of the business.

Since 1971, Allied Finance (WA) has been providing equipment finance solutions and expert services and today is one of the state's prominent organisations in the marketplace with over \$200M funded every year for clients.

Commenting further on the change of trading name, Russell Green said the company structure remains unaltered with the same expert personnel providing the consistent professional and expert service for which the company is renowned.

"In addition, Allied Finance (WA) will continue to build on its reputation as a professional and innovative provider of finance for a wide range of business equipment needs such as cars, trucks, trailers and machinery, as well as commercial property or residential home loans".

There are many reasons for Allied Finance (WA)'s success and longevity in the highly competitive equipment finance marketplace and fellow director Mark Caddy affirmed it ultimately came down to five key factors –

1. **Ease of doing business** – Allied Finance (WA) collects all the required information from the client and then handles the entire finance process leaving the business owner free to run their enterprise. The only security required is the equipment itself rather than having other assets cross securitised.
2. **More options** – Allied Finance (WA) doesn't tie up client's borrowing capacity with their day to day banking activities, keeping it available for other lending such as overdrafts, business lines, etc.

3. **Sourcing the most competitive package** – Allied Finance (WA) can compare a range of different banks and lenders to ensure the finance package is the most competitive and suitable for the client's needs.
4. **Understanding all aspects of equipment finance** – the Allied Finance (WA) team deals with the equipment finance departments within the banks and lending institutions, who understand and specialise in equipment finance. The credit departments within banks are more in tune with general banking and not the complex and technical aspects of equipment finance which is very different.
5. **Exemplary service** – the Allied Finance (WA) team prides itself on providing the very highest standards of personal service allowing clients to focus on the operation of their respective businesses.

Mark Caddy also announced that a more client centric and focussed information program has been introduced with a core focus being to provide clients with information to educate and demystify the often complex equipment finance and lending sector of the Australian financial services marketplace.

Included in the Allied Finance (WA) communication program is the use of social media and via its dedicated Facebook page will utilise the medium to address queries directly and also feature regular updates of the products and services the company provides across an extensive array of industries and needs.

Russell Green concluded by saying that Allied Finance (WA) would continue to ensure clients received the very best outcomes in terms of interest rates, structures and conditions available in the marketplace.

He also confirmed that there would be a major announcement of a new role within Allied Finance (WA) in the near future.

Issued by Allied Finance (WA) www.alliedfinance.com.au

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Notes to the Editor: Security Allied Finance Pty Ltd was established as a result of the equipment financing activities of Allied Finance Pty Ltd (Allied) merging with the equipment financing activities of Security Capital Corporation (SCC) in October 2000. Both companies have significant experience in the equipment finance arena in Australia with Allied commencing operations in 1971 and SCC in 1975. As a result Allied Finance (WA) has a dominant presence in the West Australian marketplace.