

## Top 7 Ways to use the Survey of Equipment Finance Activity



### *How can your business get the most out of the Survey of Equipment Finance Activity?*

Use these tips for leveraging both the online interactive dashboard and the full 400-page report:

- 1 See how your company stacks up against the competition.** Compare your portfolio performance—yield spread, ROE, delinquencies, charge-offs and more—to what other equipment finance companies are experiencing.
- 2 Validate strategic business moves.** Whether you are introducing a new product or looking to make the case for or against entering a particular product line, the SEFA data can help justify your next steps.
- 3 Explore new verticals.** Get a sense of the size of various markets, number of competitors and growth rates.
- 4 Prepare for residual realization.** Assess industry data, strategize and plan for ongoing asset appreciation.
- 5 Compare operational expenses.** Discover how your costs—such as sales, credit, booking and other expenses—compare to others in the industry.
- 6 Analyze headcount reports.** Gauge where to invest your human resources: sales, information systems, compliance, marketing and more.
- 7 Validate assumptions and conclusions.** Review the data you need—such as productivity measures, residual experience, balance sheet data, financial ratios, profitability data and more—to get the real picture.