



LeasingLogic

NATIONAL ASSOCIATION OF EQUIPMENT LEASING BROKERS

Invest Your Time, Not Just Your Money - Leslie Brown, CLP, Staff Writer



There are going to be individuals in every community who do only the bare minimum to get by. This does not describe the members of NAELB. We already know that we are motivated. Just by existing, we are making a difference in all of the social and economic circles we travel in. We are driven.

Now that we are sufficiently happy with ourselves, how do we attract more like us? Moreover, how do we keep each other motivated to continue on in our efforts – going the extra mile? Our time is valuable to us. It's normal to begin whittling away at things that seem less significant than others, especially when we feel we don't have enough time. We want to excise the things that we deem as time drains.

NAELB and the committees within it are not time drains. The whole of NAELB encompasses a time investment. Investments force us to focus on long term goals, when as human beings, we are easily distracted with short-term gains.

I would like to see NAELB grow by connecting its brokers and funders to the community that we are all seeking regularly. I'm talking of the community that comprises our clients. The missing piece is the connection that NAELB could help facilitate between the financiers and the business owners needing financing. Let's connect to our final destination.

We could educate business owners on the benefits of leasing, how they could contact a broker of their choice, what brokers do and who they are. NAELB could act as a reputable, third party launching pad for our broker community.

Of course, this would require committees. No committee can thrive without members. Remember that short talk we just had about NAELB members and our high level of motivation? If we, as funders and brokers, want the benefit of educated clients, seeking us out for our financing options – then we can and should be a part of the organization that is making that happen. The benefit must be equal and reciprocal.

Let's make a committee that focuses solely on educating vendors on the benefits of financing with any one of our reputable brokers and funders. Another example could be having a committee that is specific to towing conferences in Texas. Do we have any Texas volunteers in the house? Better yet, do we have any Texas brokers or funders that are not a part of NAELB, but would like to be and would like to head this specific project? Let's reach out, ask for their membership, and expect them to offer their expertise for the investment of the whole. In return, there will be numerous others all over the world offering their expertise and providing it to the members.

I'd love to see a committee that handles a particular type of media that is delivered directly to a definite and viable industry. The media should introduce business owners to NAELB, our brokers, and our funders. It should pave the way for leasing awareness to our clients. NAELB can help facilitate trust and

knowledge. Those are two benefits that directly correlate with something tangible... funded deals and stronger client relationships.

However, we can't do any of this without members. Check your shoes at the door kids, come on in and get comfy. Let go of the excuses and let's get to work investing time together for the reward of something tangible and for the evolution of our great industry.

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