



## SMEs flock to brokers for equipment financing

(15 June 2010 – Australia) The majority of Micro and SME businesses continue to use third party brokers with respect to sourcing their equipment finance requirements, according to East & Partners' latest Australian Asset and Equipment Finance Markets report.

- almost two thirds of Micro and SME businesses now use a broker to source their equipment finance needs, a number that continues to rise
- in stark contrast this, only a quarter of corporate businesses and a little over 5 percent of institutional businesses use the broker channel

Interestingly, the Big Four's share of the asset finance market in the Micro and SME segments is considerably less compared to the market penetration they achieve with those businesses that form the Corporate and Institutional segments.

### **About East & Partners' Australian Asset and Equipment Finance Markets report**

East & Partners' Australian Asset and Equipment Finance Markets report provides extensive and unique insight into equipment financing across Australia's business and corporate banking markets, covering a range of metrics including market share, share of wallet, supplier share of mind, importance ratings, customer satisfaction with service performance, switching intentions and growth expectations.

The report focuses on the Top 500 institutions as well as a robust, structured sample of corporate businesses (annual turnover A\$20 to 340 million), SMEs (A\$5 to 20 million annual turnover) and Micro businesses (A\$1 to 5 million annual turnover).

For more information please contact:

Brett Williamson  
Chief Operating Officer  
East & Partners  
t: 02-9004 7848  
m: 0403 499 844  
e: [brett.w@east.com.au](mailto:brett.w@east.com.au)

### **East & Partners Pty Ltd**

Level 39, 2 Park St Sydney NSW 2000 Australia  
p: +61 2 9004 7848 f: +61 2 9004 7070  
[www.east.com.au](http://www.east.com.au)  
ABN: 76 072 374 406