



**MACMANUS**  
ASSET FINANCE

# The Machinery Dealer's Secret Finance Weapon

When the usual finance route stalls, slows down, or says no — **we step in.**

Most machinery suppliers already offer finance.

Where MacManus Asset Finance becomes valuable is when:

- the deal no longer fits standard criteria
- turnaround times become too slow
- communication disappears
- or the customer simply needs a more determined approach

## We work with:

- plant & machinery dealers
- construction equipment suppliers
- agricultural machinery businesses
- specialist equipment sellers

helping them keep transactions moving through:

- fast turnaround
- broad lender access
- hands-on deal management
- specialist transaction support

**Because good machinery deals should not die waiting for finance.**





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# WHY SUPPLIERS USE MACMANUS



## Most Machinery Deals Don't Collapse Overnight

They usually drift.  
The customer goes quiet.  
The lender takes too long.  
The structure becomes difficult.  
The deal falls outside standard criteria.  
Momentum disappears.

## That Is Usually When Suppliers Call Us

We regularly support suppliers when:

- the primary finance route declines
- the process becomes slow or unresponsive
- the asset is specialist
- the transaction becomes more complex
- delivery timelines start becoming critical
- the customer requires a more flexible approach

## We Understand Machinery Sales Environments

Plant & machinery transactions move differently from standard vehicle finance.

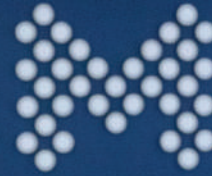
Sales often involve:

- high-value assets
- project deadlines
- seasonal demand
- specialist equipment
- multiple stakeholders
- operational urgency

IN THESE ENVIRONMENTS:  
**SPEED MATTERS**  
**COMMUNICATION MATTERS**  
**MOMENTUM MATTERS**



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# BUILT FOR THE DEALS THAT NEED MORE WORK

The Deals That Don't Fit The Tick Box  
Usually End Up With Us

Not every machinery transaction fits neatly into standard lender criteria.

That does not always mean the deal is wrong.

It often means the deal needs:

- the right lender
- the right structure
- the right communication
- and somebody willing to take ownership of the process



## Where We Typically Add Value

### Difficult-to-Place Transactions

Support for deals outside straightforward lending criteria.

### Specialist Equipment

Funding support for specialist, bespoke, or unusual machinery.

### Slow-Moving Finance Processes

Helping suppliers regain momentum when turnaround times become a problem.

### Time-Sensitive Transactions

Support where machinery delivery schedules or operational deadlines matter.

### High-Value Deals

Structured funding support for larger equipment transactions.

WE WORK QUICKLY BECAUSE MACHINERY SALES ENVIRONMENTS  
MOVE QUICKLY.



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# HOW THE PARTNERSHIP WORKS

## A Straightforward Introducer Partnership

You focus on selling the machinery. We focus on helping get the funding over the line.

**1**

### You Introduce the Opportunity

You involve us when:

- the deal needs another option
- turnaround becomes too slow
- the structure becomes difficult
- or you simply want additional lender access

**2**

### We Assess the Deal

We review:

- the customer
- the asset
- the transaction structure
- lender suitability
- possible funding routes

**3**

### We Manage the Funding Process

We handle:

- lender engagement
- approvals
- communication
- documentation
- progression through to payout

**4**

### You Complete the Sale

The customer proceeds and the machinery gets delivered.

**OUR ROLE IS SIMPLE: HELP SUPPLIERS KEEP DEALS MOVING.**



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# WHY SUPPLIERS KEEP USING US

BUILT AROUND SUPPLIER RELATIONSHIPS



Most suppliers already have existing finance relationships.

We are not trying to replace them.  
We become valuable when:

- the normal route slows down
- the deal becomes difficult
- the lender says no
- or the transaction simply needs more attention

## YOUR CUSTOMER RELATIONSHIP REMAINS YOURS

WE SUPPORT THE FINANCE  
PROCESS ONLY.  
YOU REMAIN CENTRAL TO THE  
TRANSACTION.

## Why Suppliers Work With MacManus

### Fast Turnaround

Responsive handling when timing matters.

### Broad Lender Access

Access to lenders across:

- plant & machinery
- agricultural equipment
- commercial vehicles
- specialist assets

### Determined Deal Management

We take ownership of transactions and work proactively to keep deals progressing.

### Structured Communication

Clear updates throughout the funding process.

### FCA Authorised & Regulated

Professionally managed and compliant funding support.



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# FUNDING SUPPORT FOR MACHINERY SALES

FUNDING SOLUTIONS STRUCTURED AROUND REAL MACHINERY TRANSACTIONS

Different deals require different funding approaches.

We support funding structures across:

- plant equipment
- construction machinery
- agricultural machinery
- engineering equipment
- specialist commercial assets

## Hire Purchase

A common option for customers wanting long-term ownership.

## Finance Lease

Flexible funding for operational or income-generating assets.

## Rental & Low-Initial Cost Structures

Lower monthly payments with larger final payments aligned to residual value expectations.

## Specialist Funding Structures

Support for:

- bespoke machinery
- phased purchases
- multi-asset deals
- more complex customer scenarios

**THE OBJECTIVE IS NOT  
SIMPLY GETTING APPROVAL  
— IT IS HELPING THE  
TRANSACTION WORK  
COMMERCIALY.**





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# A COMMERCIAL INTRODUCER RELATIONSHIP

MORE THAN A FINANCE BROKER — A COMMERCIAL BACKUP WHEN DEALS NEED SAVING

We work with suppliers on a structured introducer basis designed to support long-term commercial relationships.

Commercial Arrangements May Include:

- commission share agreements
- structured referral arrangements
- ad-hoc deal support
- ongoing supplier partnerships
- 

All arrangements are agreed transparently in advance.

## We Do Not:

- interfere with your customer relationships
- position unrelated services
- complicate your sales process
- try to replace your existing finance providers

## We Do:

- help recover difficult deals
- provide additional lender access
- support complex transactions
- move quickly when timing matters
- work hard to keep deals alive



**BECAUSE IN MACHINERY SALES, DELAYS CREATE DOUBT — AND DOUBT KILLS MOMENTUM.**





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# WHEN THE MAIN FINANCE ROUTE STOPS MOVING — WE STEP IN

## Become a MacManus Supplier Partner



### Specialist funding support for:

- plant & machinery suppliers
- construction equipment dealers
- agricultural machinery businesses
- specialist equipment sellers


### If you need:

- additional lender access
- faster turnaround
- support on difficult deals
- a reliable second finance option

**we should be part of your process.**


## Ready to take your business to the next level?

Speak to one of our finance experts today to explore the best options for your business.

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