

Equipment Finance Originator

Equipment Finance Originator by Monitor is a weekly newsletter, providing ideas, research, data, deals, news and insights designed to empower brokers and funding sources in equipment finance with the dedicated platform they deserve. Equipment Finance Originator is built to serve the niche but powerful community where deals may be smaller, but their impact is immeasurable.

Equipment Finance Originator’s audience is comprised of 8,500+ brokers and 1,500+ funding sources. Our newsletter helps advertisers connect with origination partners and funding sources to fuel growth.

The Value of Equipment Finance Originator

Reach a Niche Power Audience

Connect directly with 10,000 engaged small business lenders and third-party originators who drive deal flow in equipment finance.

Weekly Visibility

Stay top of mind with a weekly cadence that keeps your brand consistently in front of decision-makers.

Align with Industry Credibility

Position your company as a leader by aligning with Monitor’s trusted reputation.

Weekly Newsletter		
Duration	Horizontal Banner (600x120)	Box Banner (300x250)
12 Months	\$5,850	\$4,295
6 Months	\$3,255	\$2,735
3 Months	\$1,795	\$1,495

Insights and Resources for Small Business Lenders, Intermediaries, and Funding Sources — Powered by Monitor



Meet BriteLine
Funding That Moves at the Speed of Business
CLOSE MORE DEALS | MORE COMMISSIONS | FAST & FLEXIBLE

Featured Insights

The Equipment Finance Boom: How OBBB Creates Potential for Significant Demand Growth

The One Big Beautiful Bill Act, signed into law on July 4, 2025, has restored 100% bonus depreciation through 2029 and increased Section 179 limits to \$2.5 million, fundamentally altering the economics of equipment investment. These changes create the potential for substantial increases in equipment financing demand, though the actual market response will depend on how quickly businesses understand and act on these new incentives.

[Learn More >>](#)



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Auto Repair Revolution: How Electric Vehicles Are Impacting Traditional Mechanics

The Franchise Fee Challenge: Why Franchisees Face Certain Cash Flow Pressures

The Silent Small Business Killer: How Rising Insurance Costs Are Forcing Desperate Financing Decisions

The "Speed Trap": Are Instant Approvals Leading to Instant Regret?

The Healthcare Payment Challenge: Why Medical Practices Are Losing Profitability Treating Patients

The Digital Banking Revolution That Changes Everything: Why Grasshopper's AI Move Just Disrupted Traditional SBA Lending

Sales-Based Financing: Danger Ahead?

Net 30 is Dead: Why B2B Payments Became a 90-Day Nightmare



Industry Associations

AACFB: The AACFB supports commercial finance brokers with education, networking and a nationwide community committed to ethical, successful business growth.

NEFA: The National Equipment Finance Association provides opportunities to connect at numerous virtual programs, six regional events and two conferences annually.

IFA: The International Factoring Association provides education, networking and resources for professionals in the factoring and receivables finance industry.

EIFA: Discover how EIFA empowers the \$1 trillion equipment finance