

Equipment Finance Originator

EF 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 8,075+ brokers and 1,425+ funding sources. Our newsletter helps advertisers connect with origination partners and funding sources to fuel growth.

[Click Here to View A Sample](#)

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



EQUIPMENT FINANCE ORIGINATOR
For Brokers & Funding Sources in Equipment Finance and Working Capital



Meet BriteLine™

Funding That Moves at the Speed of Business

CLOSE MORE DEALS | MORE COMMISSIONS | FAST & FLEXIBLE

Featured Insights

The Story Deal Is a Craft, Not a Confession

Every credit box, no matter how thoughtfully drawn, is a generalization — and generalizations have exceptions that deserve financing. The borrower with the tax lien and the payment history and the twenty-year operating history. The down year with a documented cause and documented recovery. The two-year-old company run by a principal with two decades of trade. The equipment finance broker channel exists, in meaningful part, to carry these are the ones the scorecard cannot read — across the gap between what an application says and what a business is. The industry calls them story deals, and the name carries a smirk earned, because the funder-side performance data holds a finding the channel should hang: story deals submitted by disciplined brokers, with verifiable mitigants and honest disclosure, season as well as — and in several funders' books, better than — clean- from careless submitters. The story was never the risk. The teller was. [Read More](#)

Featured Articles

The Package is the Product

A broker's actual product is not the deal, the relationship or the rate. It is the submission package — and funders price it, whether or not either side admits it.

The Handshake Still Clears

The broker/funder universe is the last genuinely relationship-governed market in commercial finance — where reputation is the real credit enhancement, and the channel's oldest being known, remains its best one.

Expand your reach. Grow your business.

Secure customized financing from an innovative lender who prioritizes your relationships.



News

Amur Equipment Finance Celebrates 30 Years of Powering Business Growth

The company marks three decades in equipment finance with a weeklong celebration in its hometown of Grand Island, Nebraska.

360 Equipment Finance Welcomes Coito as Contract Manager

Monica Coito will support the company's contract management and documentation helping ensure transactions are processed accurately and efficiently while providing experience for brokers, vendors and customers throughout the funding process.

Tiger Group to Auction AV Gear and Support Equipment from a National Broadcast Studio

More than 500 lots of broadcast cameras, control-room equipment, lenses, lighting and more are available in an online auction closing Sept. 22.