

**Independents: Niche Focus for Continued Success**  
by Charles Wendel

This newsletter provides a link to our newly published article in the *Journal Of Equipment Lease Financing* that presents an overview of the evolution and growth path for Independent leasing companies.

The best Independents operate with an open culture that emphasizes transparency and forbids silos, an organizational agility that encourages quick decision-making, and a sales and risk discipline that guides their marketing efforts. Of course, banks and credit unions operate with funding and other advantages that an Independent might envy.

Nonetheless, many FIs would benefit greatly from emulating Independents and, oftentimes, the quasi-independent leasing groups that are currently a part of their banks. Enjoy!

<https://www.store.leasefoundation.org/cgi-bin/msascart.dll/ProductInfo?productcd=JELF2019WINTERIND>