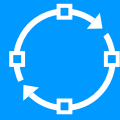

What You Need to Know: **The Basics of Floorplan Financing in Construction**












In an industry where cash flow is crucial, understanding the benefits of floorplan financing can give your construction business a competitive edge. Partnering with the right financial provider can assist to move inventory swiftly, maintaining financial stability and seizing growth opportunities.

What is floorplan finance?

Floorplan finance, often referred to as “inventory finance,” or “wholesale finance,” involves a line of credit between a financier, manufacturer or distributor and a dealer. This line of credit, offered by DLL, allows the dealer to purchase inventory with extended payment terms. Instead of paying upfront, dealers benefit from pay-as-sold or scheduled pay models, making it easier to manage expenses and maximize sales potential.

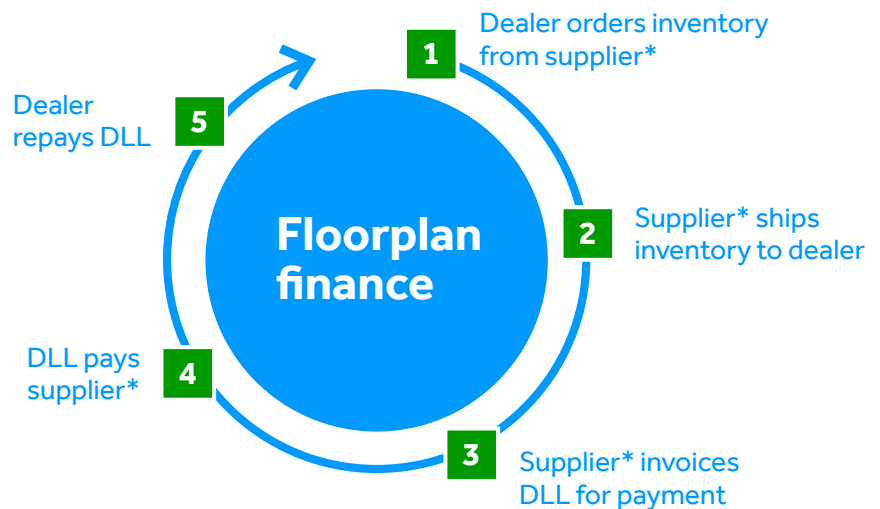
What products can be financed?

Dealers can finance a variety of essential construction equipment, including, but not limited to:

 Aerial work platforms	 Skid steers
 Cranes	 Dump trucks
 Forklifts	 Road building equipment
 Excavators	

How does floorplan financing work?

A financial provider like DLL steps in to pay the manufacturer on behalf of the dealer, enabling dealers to receive their equipment quickly. Approved dealers can utilize DLL's line of credit to obtain inventory as needed. The repayment is flexible, adhering to terms agreed, which helps dealers adapt to fluctuating cash flow and optimize inventory turnover.



*A supplier could be a distributor or a manufacturer



"In 2024, construction machinery manufacturers and dealers in Europe are grappling with inflation, rising material costs, and ongoing supply chain disruptions. Adapting to new regulations and technological innovations adds further pressure, as does the need to stay competitive with improved sales and service offerings. While Europe faces mixed economic signals, including the potential for a slow recovery, DLL offers a beacon of support. **As a dedicated financial partner, DLL provides the flexibility and resources to manage inventory and payment terms effectively.** As conditions improve, DLL's solutions enable manufacturers and dealers to move equipment through distribution channels faster, ensuring that machinery reaches those who need it most, when they need it."

Bartosz Tomaszewski

New Business Development Manager for
DLL's floorplan finance division

Benefits of floorplan financing for the construction industry



For manufacturers and distributors:



Quick revenue recognition: Manufacturers can immediately record revenue from sales.



Enhanced purchasing power: Dealers can buy more products upfront thanks to extended payment options.



Stronger dealer relationships: Offering financing solutions strengthens partnerships with dealers.



Shifted risk and billing: The finance vendor manages credit risks and billing, allowing manufacturers to focus on core operations.

For dealers:



Increased purchasing power: Higher credit lines enable dealers to keep their lots well stocked.



Better cash flow management: Dedicated credit lines reduce the need for large cash outlays.



Flexible payment terms: Dealers enjoy longer, more adaptable payment terms compared to traditional credit products.



What to look for in a finance partner

When choosing a finance partner, consider the following:

- **Industry expertise:** Look for a provider with a deep understanding of the construction industry.
- **End-to-end financing:** Ensure the partner offers flexible and comprehensive solutions to meet your specific business needs, such as floorplan finance, leasing and used equipment financing.
- **User-friendly online portal:** A transparent, easy-to-use platform is essential for accessing credit information, recent transactions, and inventory insights.
- **Long-term partnership:** The right finance partner understands your unique business requirements and aims to establish a lasting relationship.

Why choose DLL?

With over 50 years of experience in vendor finance, DLL stands out as a trusted partner in the construction industry. Our tailored solutions and exceptional customer service have led to high satisfaction among our customers, ensuring that your business is in capable hands.

If you're interested in learning more about DLL's floorplan financing solutions, or if you want to get in touch with one of our experts, visit our [floorplan finance webpage](#).

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