



# Canadian Finance & Leasing Association

New to the leasing or asset-based financing space?  
Need the most comprehensive industry data available, all in one place?  
Want the powerful voice of an Association advocating on your behalf?

The **Canadian Finance & Leasing Association (CFLA)** is the only organization advocating the interests of the asset-based financing, vehicle and equipment leasing industry in Canada.



## Mission

CFLA supports, informs, and represents members to advance the asset-based finance industry

The CFLA:

- **Advocates** to key audiences including governments, media, other associations in the financial services sector, and the general public to raise awareness about the relevance and impact of the sector and to influence legislation and regulation
- **Provides business-relevant information** including economic data and regulatory developments, to help members make better business decision
- **Offers professional education** and relevant development and networking opportunities to advance industry awareness and member success

A federal not-for-profit corporation, the CFLA is headquartered in Toronto, ON and is managed by a full-time professional staff.



## Key Member Benefits

### Government Relations

- Lobbying strategies for issues that matter to the industry
- Timely updates on upcoming regulatory changes

### Industry Intelligence

- Asset Finance Industry Business Confidence Survey
- Canadian Market Overview of industry activity
- Industry benchmarking surveys on compensation and equipment finance activity
- Equipment financing patterns by Canadian businesses
- Access to up to date industry data from DesRosier Automotive Consultants, PayNet, Scotiabank Economics, Equifax and more

### Professional Development

- Canadian Lease Education On-demand (CLEO)
- Topical in-depth conference workshops
- Access to certification and training programs

### Opportunities to Network and Grow Your Business

- Annual National Conference
- Golf Tournament
- Women in Asset Finance Series





## Membership Profile

CFLA has **215 corporate members\*** across Canada, ranging from large multinationals to national and smaller regional domestic companies including:

- Car manufacturers' finance companies
- Independent leasing companies
- Banks and credit unions
- Insurance companies
- Fleet management companies
- Suppliers to the industry such as law and accounting firms

\* as of June 2019



## Testimonials

CFLA is "an **advocate for member concerns on regulation and legislation** (...) and they've been effective. I think connections to government are a strength."

- Member, on CFLA's core strengths

"(...) venue was excellent, **very good for networking and conducting business**. Keynote speakers were very good."

- Member, on the Annual Conference

"Good survey, just enough questions. The results will hopefully **help us set strategy and run our businesses.**"

- Member, on the Business Confidence Survey



## CFLA by the Numbers

**215** corporate **members** in all provinces

including **28** Financial Post **FP500 companies**

**10+** **active policy files** in several provinces and on the federal level

Annual National **Conference with 450+** delegates, many of them C-suite and industry leaders

**11** **Working Committees** on Tax, Legal, HR, Auto Finance, Fleet, Small Ticket Funders and more.

Signature networking events such as the **Annual Golf Tournament** and the **Women in Asset Finance Speaker Series**

**5** recurring **research initiatives** including industry **benchmarking** and **industry data** surveys



Shape your industry's future.

**Join CFLA now.**

[www.cfla-acfl.ca](http://www.cfla-acfl.ca)