

Crestmark Equipment Finance Debuts on www.crestmark.com

Equipment Finance and Asset Management Company Completes Brand Transition

TROY, MICHIGAN, USA, December 14, 2015 /EINPresswire.com/ -- Crestmark Bank President and Chief Operating Officer Mick Goik announced the debut of Crestmark Equipment Finance on the bank's website: www.crestmark.com. Crestmark Equipment Finance, a wholly owned subsidiary of Crestmark Bank, was established in October 2014 with the acquisition of TIP Capital, one of the leading independent providers of equipment finance, asset management solutions, and flexible vendor financing programs.

At the time of the acquisition, the Crestmark Equipment Finance name was introduced, and the transition of equipment operations was underway. Now with its official home at crestmark.com, and the across-the-board transition to the new corporate name and image, the rebranding is complete. Crestmark Equipment Finance continues to be located in Bloomfield Hills, Michigan.

To ensure a smooth transition, all stakeholders of TIP Capital have received communications of changes. Visitors to the TIP Capital site automatically will be redirected to www.crestmark.com.

"We are glad to have the Crestmark Equipment Finance team as part of the Crestmark family, and know that their talent, experience, and product line benefit the expansion of Crestmark's offerings to the business marketplace," said Mick Goik, president and COO of Crestmark Bank. "This is an important area of growth for us, and we look forward to the next steps," he added.

Monitor magazine recently ranked Crestmark Equipment Finance as one of the top 100 U.S. commercial equipment leasing companies for 2015. It was ranked 79th in new business volume, and 85th in net business assets.

Scott Grady, division president of Crestmark Equipment Finance, and former president of TIP Capital said, "Just over one year ago, we joined forces with Crestmark, and we quickly saw the benefits of being aligned with a strong financial institution. We will continue to grow in our segment and are excited for the future."

Crestmark is an FDIC-insured bank that provides innovative financial solutions for businesses nationwide. Financing solutions include asset-based lending, accounts receivable financing, lines of credit, term loans, factoring, machinery/equipment financing and equipment leasing. Crestmark has extensive experience in helping many industries including transportation, manufacturing, staffing, petrochemical, government contractors, apparel/footwear/furniture distribution/manufacturing, hospitality/hotels, insurance agencies, and technology hardware/software. Headquartered in Michigan, with additional offices in California, Florida, Louisiana, Tennessee, New York, and Illinois; and representatives nationwide. www.crestmark.com

Lisa Beattie
Crestmark Bank
248.267.1639
email us here

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