

# Commercial Credit Group (CCG) offers customer-focused equipment financing, leasing and loans

By Megan Mattingly-Arthur

The construction equipment field isn't a cookie-cutter industry, so when it comes to financing or leasing equipment, a cookie-cutter approach from a traditional lender just won't do. Dan McDonough knew this when he started Commercial Credit Group (CCG) in 2004. The innovative financial company offers equipment financing and leasing services for the construction, transportation and waste industries, and has found success through careful planning and by providing top-notch customer service.



McDonough

"It was important to us to build a company the right way," said CCG President and CEO Dan McDonough. "There was a lot of planning and capital. From day one, we've held every loan originated on our balance sheet, and that's rather unique. We have a very successful customer-oriented business model and a high level

of return customers because they know we'll be there for them when they need us."

CCG isn't the only financial institution offering funding for new equipment purchases. However, the company uses a full-service approach to stand out from the competition. In addition to funding the purchase of new equipment, CCG also refines used equipment and handles leasing and working capital loans.

"There's a broad spectrum of credit that we can provide – from bank-quality loans to ones that need more work," McDonough said. "We're willing to take those extra steps and go the extra mile for our customers. When we're in a dealership or working with a customer, show us good character and good equipment, and we'll figure out how to do the rest."

As an independent company that concentrates solely on equipment financing, CCG is able to keep the focus on the customer. Dedicated sales and credit professionals that are familiar with each of the company's verticals ensure that, when a customer sits down with a CCG financial specialist, they're working with someone who truly understands their needs.

"We have dedicated sales and credit professionals in each of our three verticals: construction equipment, transportation and waste," McDonough said. "This approach makes it easier on the dealer and the customer by eliminating the need to educate the financial institution on the industry and equipment. It takes a lot of friction out of the credit process because we intuitively understand the

industry."

CCG has more than 50 salespeople throughout the United States and Canada, and the company's services aren't Internet-based. Instead, employees get in their cars and drive to meet customers face-to-face, which is all part of the company's dedication to providing a high level of service that keeps customers coming back again and again.

Of all the financial services that CCG offers, which is the most popular? Well, according to McDonough, that depends largely on the state of the economy.

"During good times, the financing and leasing of new equipment is the main driver for the company," he said. "As the economy turns and fortunes change, the demand for debt consolidation and used equipment rises. The mix of business changes with the economy. We were very active in 2009, during the recession, when other lending companies were pulling back."

CCG works hard for the customers and industries it serves, and this hard work has not gone unnoticed. Its parent company, Commercial Credit Inc., was featured on the North Carolina Mid-Market Fast 40 list for five years in a row and is one of only



five companies to appear on the list for each of the past five years. Qualifying for the list is no small feat – featured companies must have an annual revenue between \$10 million and \$500 million, as well as demonstrating sustained revenue and employment growth over the course of the past three years.

The company is more than succeeding; it's positively thriving, and as for McDonough, he loves what he does.

"I enjoy what I do," he said. "Working with the construction equipment industry is a lot more fun than just lending money."

For more information, visit [www.commercialcreditgroup.com](http://www.commercialcreditgroup.com).

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