

How to Scale Your Business with the Right Equipment Financing.

**A Real-World Case Study and Proven
Cash Flow Management Tactics.**

As a growing small-to-medium enterprise (SME), accessing the right equipment at the right time can make all the difference between stagnation and growth. Equipment financing isn't just about obtaining new machinery or vehicles—it's about creating a sustainable pathway to scale your operations, stabilise your cash flow, and position your business for long-term success.

We've helped thousands of Australian businesses find tailored financing solutions that empower our clients to expand. In this guide, we'll share a real-world case study of a waste management company that transformed from a small operation into a multi-million dollar enterprise through strategic equipment financing. We'll then provide actionable cash flow management tactics you can start using today.

From \$300K to \$10M+

The Power of Strategic Financing.

About 10 years ago, a client in the recycling industry approached us with modest beginnings:

- + **Starting Point:** 2 trucks, a handful of skip bins, and annual turnover around \$300,000.
- + **The Challenge:** Their existing bank couldn't finance the skip bins they urgently needed to scale. Without these bins, the company's growth was capped.

Year 1:

- + **Finlease Solution:** Arranged \$50,000 in skip bin finance with minimal documentation. Instead of lengthy, restrictive approval processes, we focused on the client's immediate need and growth potential. This small yet critical purchase equipped the company to expand capacity and serve more customers.
- + **Outcome:** With the additional bins, their revenue quickly increased from \$300,000 to approximately \$600,000—more than doubling their turnover.

Year 2-3:

By the end of Year 1, the company had demonstrated their ability to successfully leverage equipment financing. They weren't just stable—they were growing rapidly, and it was time to scale up even further.

- + **Further Financing:** Finlease approved financing for another two trucks and additional skip bins. These assets not only boosted capacity but also enabled the client to broaden their service offering and tap into more substantial contracts.
- + **Growth Milestone:** Turnover substantially increased to \$1.5 million. In just a couple of years, by the leveraging equipment financing our client transformed a fledgling operation into a solid mid-sized enterprise.

Year 3-5:

Now having exposure with multiple lenders with excellent repayment history this opened up more lending opportunities which allowed for further expansion.

Over the next several years, the client added another eight trucks and numerous skip bins to handle an ever-expanding workload.

- + **The Strategy:** Rather than relying on a single source of lending—where exposure and risk would be high—we spread financing across multiple lenders. This approach ensured the company always had options and could access equipment financing when needed.
- + **Growth Milestone:** Turnover reached \$3 million.
- + **Additional Support:** Introduced the client to a new bank for property debt and connected them with an insurance broker who saved them thousands.

Year 5-10:

By this stage, the business was well-established and thriving. With Finlease as a trusted partner, the company financed another fifteen trucks and an ample number of skip bins, pushing their operational capacity to a new level.

- + **Major Expansion:** Financed another 15 trucks and additional skip bins.
- + **Long-Term Success:** This level of operational capability opened the door to significant opportunities, culminating in the acquisition of their own recycling facility. With a fully integrated, end-to-end solution—from collection to processing—the company's position in the region soared. Turnover surpassed the \$10 million mark, making them a formidable player in the waste & recycling industry.

Key Takeaways from the Case Study:

- + **Strategic Spread of Lenders:** By diversifying funding sources, we ensured ongoing access to capital without overexposure at a single institution.
- + **Asset-Backed Financing Only:** No heavy-handed securities like GSAs or fixed and floating charges; just security of the assets only.
- + **Value-Added Introductions:** By connecting our client to better banking partners, insurers, and accountants experienced in the waste sector, we helped optimize their entire financial ecosystem.



Why Cash Flow Matters.

Consistent, healthy cash flow ensures you can meet payroll, invest in growth, handle unexpected expenses, and negotiate favourable terms with suppliers. Proper cash flow management, coupled with strategic financing, is critical to sustaining momentum as you scale.

Tactic #1: Preserve Working Capital Through Financing

Instead of tying up large amounts of cash in equipment purchases, consider spreading the cost over time with tailored finance solutions. This frees up your working capital for day-to-day operations and seizes growth opportunities as they emerge.

Tactic #2: Manage Seasonal Fluctuations

If your industry experiences seasonal highs and lows, timing your equipment financing to align with revenue peaks can stabilize your cash flow. Structured repayments during periods of higher income help balance periods of reduced activity.

Tactic #3: Build Strong Relationships with Lenders and Advisors

A finance partner who understands your industry can help you navigate market changes. Seek advisors who can introduce you to reputable lenders, insurers, and accountants. The right network can mean better rates, cost savings, and a more strategic approach to growth.

Tactic #4: Regular Financial Health Checks

Review your financial statements and lending arrangements at least quarterly. This proactive approach helps you identify potential bottlenecks early and adjust strategies before issues arise.

Quick Checklist for Financial Health:

- + Do you have a diversified lending base?
- + Are your repayment terms aligned with your cash inflows?
- + Have you recently compared insurance providers for cost savings?
- + Is your accountant experienced in your industry's specific tax and financial challenges?

Equipment financing isn't a one-size-fits-all solution—it's a strategic lever for growth. By understanding your cash flow cycles, building a supportive network of financiers and advisors, and choosing the right financing structures, you can transform your business trajectory just like our waste management client did.

Ready to explore how Finlease can help you achieve your growth goals?