



**INTERNATIONAL FACTORING
ASSOCIATION**

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IFA 2011 Business Profile and Performance Survey Release

Pismo Beach, CA– April 28, 2011 – The International Factoring Association (“IFA”) today announced the release of its bi-annual Business Profile and Performance Survey. The survey provides trends and industry benchmarking data on factors’ operations, client types, business development practices, human resources policies as well as other key business statistics. It is recognized as the industry’s most complete resource on factoring for receivables finance providers, service providers to the factoring industry, debt buyers and universities.

The survey was conducted by Industry Insights, Inc., an independent research and consulting firm headquartered in Ohio, during January through March of 2011. Close to 200 factoring companies participated in the survey.

“The report is a must read for anyone in the factoring community and represents a comprehensive analysis of key ratios and metrics for the factoring industry,” said Bert Goldberg, Executive Director of the IFA. “Factors can use the results to measure their performance, both from an efficiency and effectiveness standpoint, against industry standards.”

Summary of Contents:

- Company Profiles
- Client Details
- Operating Metrics
- Business Development Practices
- Bad Debts & Credit Reviews
- Human Resources / Employee Benefits
- Information Technology
- Factors by 2010 Gross Invoices Funded
- Factors by Average Deal Size
- Factors by Market Specialty
- Factors by Geographic Region
- Same Sample Comparison

Survey participants are able to obtain a complimentary copy of the survey and non-participants can purchase the survey for \$250 USD by visiting the online store at www.factoring.org.

About the International Factoring Association

Headquartered in Pismo Beach, California and with over 350 corporate members, the International Factoring Association is the largest association of commercial finance companies in the world. Members include factoring companies, asset based lenders and other receivables finance companies. Since 1999, the International Factoring Association has provided a forum for member organizations to meet and discuss issues and concerns, share best practices, disseminate information and promote a single voice to the marketplace. The principal spokesperson for the factoring and receivables finance industry is the International Factoring Association’s Bert Goldberg. For more information, visit www.factoring.org.