



**INTERNATIONAL FACTORING
ASSOCIATION**

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International Factoring Association Launches 2013 Factory Industry Survey

Pismo Beach, CA – January 11, 2013 – The International Factoring Association (“IFA”) has announced the launch of its bi-annual Business Profile and Performance Survey. The survey will provide trends and industry benchmarking data on factors’ operations, client types, business development practices, human resource 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 will be conducted by Industry Insights, Inc., an independent research and consulting firm headquartered in Ohio during January through February of 2013.

“I’m excited to provide the much-anticipated survey to our members,” said Bert Goldberg, Executive Director of the IFA. “Factors will be able to use the results to measure their performance against industry standards.”

The survey will benchmark:

- 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

The survey was mailed to companies in the U.S. and Canada on January 8th. Companies outside of the U.S. and Canada will receive an email with a link to take the survey. If you are a receivable finance company and would like to participate in the survey, call 805-773-0011 or email us at info@factoring.org.

All participants will receive the full report (over 200 pages) as well as a personalized report comparing their company to other respondents

About the International Factoring Association

Headquartered in Pismo Beach, California and with over 400 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