Broker vs. Direct Lender: Why Your Construction Business Needs a Specialist Ally



You need a new excavator. Or a fleet of commercial vehicles. Maybe a mobile crane to tackle that big project you've just won.

The equipment is essential. The timing is tight. And the capital? Well, that's the challenge.

So where do you go for the funding?

Most construction business owners face the same dilemma: approach their bank directly or work with a specialist asset finance broker.

The answer might surprise you.

The Direct Lender Problem

Banks and finance companies have their place. But here's what they won't tell you.

When you approach a single lender, you get one set of criteria. One product range. One rate card.

If your business doesn't fit their specific box, you're out of luck.



Traditional lenders often apply rigid credit scoring models that don't account for the realities of construction cashflow. They see seasonal fluctuations and delayed payment cycles as red flags rather than industry norms.

Your application gets declined. You spend weeks approaching another lender. The cycle repeats.

Meanwhile, your competitor has secured their equipment and started work on the contract you both tendered for.

The Broker Advantage: Why More Choice Means Better Outcomes

An asset finance broker operates differently.

We don't have a single product to sell you. We have access to an entire market.

At SKM Asset Finance, we work with over 30 specialist lenders. Each has different appetites, criteria, and pricing structures.

This means we can match your specific circumstances to the lender most likely to say yes: and offer you the most competitive terms.

Higher Approval Rates

Our success rate for construction businesses sits at 98%. That's not luck or clever marketing.

It's the result of knowing which lenders understand your industry. Which ones specialise in plant and machinery. Which ones have appetite for start-ups versus established PLCs.

We present your application to the right funder first time. No wasted effort. No unnecessary credit searches damaging your score.

Faster Decisions

Construction projects run on tight deadlines. You need equipment when you need it: not three weeks after the lender's credit committee finally meets.

Brokers who specialise in construction finance understand urgency. We know which lenders can deliver 24-hour decisions. Which ones can fund within 7 days.

We manage the process end-to-end so you can focus on running your business.



Access to Specialist Products

Direct lenders offer what they offer. Brokers offer what the entire market offers.

Need a deferred payment structure to match your project cashflow? We can find it.

Require seasonal payment profiles for groundworks businesses? We have lenders for that.

Want to refinance existing assets to release capital? There are specialists who focus exclusively on that product.

A single bank simply cannot compete with that breadth of solutions.

Why Construction Businesses Need Construction Specialists

Here's something most brokers won't admit: not all finance brokers understand construction.

They might arrange car finance brilliantly. Commercial mortgages? Sure. But ask them about the residual value of a five-year-old excavator or the maintenance costs of an HGV fleet, and you'll get blank stares.

At SKM Asset Finance, construction is what we do. It's **all** we do.

We've been financing the construction industry for 29 years. Nearly three decades of understanding site equipment, commercial vehicles, plant machinery, and the unique financial challenges construction businesses face.



We Know What the Assets Actually Are

This matters more than you might think.

When a lender sees "construction equipment" on an application, they need to assess risk. What's the asset worth? How quickly does it depreciate? What's the secondary market like?

Generic brokers can't answer those questions. We can: in detail.

We understand the difference between a wheeled excavator and a tracked one. We know which manufacturers hold value and which don't. We can explain to lenders why a specific attachment increases the asset's versatility and residual value.

This expertise translates directly into better rates and higher approval odds for you.

The SKM Difference: More Than Just a Transaction

Most brokers see each deal as a transaction. Get the application approved, collect the commission, move to the next one.

That's not how we operate.

When you work with SKM, you're not getting a faceless call centre or a junior account manager reading from a script. You're dealing directly with Steve Moody and a dedicated team who've built their careers in construction finance.

A Personal Service

We recognise that every construction business is different. A groundworks contractor has different needs than a demolition specialist. A sole trader starting out faces different challenges than an established regional contractor.

We treat your requirements individually. We take time to understand your business model, your growth plans, your cashflow patterns.

Then we structure a funding solution that fits: not a generic product that almost works.

Long-Term Relationships, Not Quick Fixes

Entering into an agreement with SKM isn't a short-term fix. It's the start of a long-term business relationship.

As your needs change and develop, we're there. Need to add vehicles to your fleet? We're a phone call away. Ready to upgrade equipment? We already understand your financial position and can act fast.

We grow with you. Your success becomes our success.

Real Benefits for Construction Businesses of All Sizes

Whether you're a sole trader buying your first excavator or a PLC managing a national fleet, the broker advantage remains the same.

For Start-Ups and Smaller Contractors

Traditional banks often reject newer businesses outright. We work with specialist lenders who understand that every successful construction company started somewhere.

We can secure funding for businesses that banks won't touch: often with no deposit required.

For Established Companies

Larger businesses benefit from our ability to structure complex deals across multiple assets and vendors. We can arrange fleet funding, refinancing packages, and seasonal payment structures that keep your cashflow healthy.

For Businesses with Imperfect Credit

Not every construction business has a spotless credit file. Contract delays, client insolvencies, and economic downturns leave marks.

We work with lenders who look beyond credit scores to assess the real viability of your business and the strength of your order book.



Our Full Range of Solutions

At SKM Asset Finance, we offer every funding product a construction business might need:

- **Hire Purchase** – Own the asset at the end of the term
- **Finance Lease** – Flexible options with balloon payments
- **Operating Lease / Contract Hire** – Keep equipment off your balance sheet
- **Refinance** – Release capital from existing assets
- **Invoice Finance** – Improve cashflow by funding against outstanding invoices
- **Business Loans** – Working capital when you need it
- **Commercial Mortgages** – Finance for business premises and land

We find the right product for your specific situation. Not the product that's easiest to sell.

The Bottom Line

You can approach lenders directly. You'll save the hour it takes to complete a broker application.

But you'll spend weeks chasing multiple lenders yourself. You'll face unnecessary declines. You'll likely end up with a more expensive deal than you could have secured through a broker with market access.

Or you can work with a specialist who knows your industry, understands your assets, and has 29 years of experience securing competitive funding for construction businesses.

Someone who provides a personal service, treats your needs individually, and commits to a long-term relationship that supports your growth.

The choice is yours.

Ready to Discuss Your Funding Needs?

Whether you need plant equipment, commercial vehicles, or a complete fleet solution, we're here to help.

Contact Steve Moody directly on **07850 624220** or **01202 855080**.

Or visit www.skmassetfinance.co.uk to explore our full range of finance products and construction equipment finance solutions.

Providing that missing piece to the financial jigsaw.

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