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## Neumann Finance Launches Origination Platform

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[Neumann Finance Company](#), a newly established nationwide commercial equipment financing company, and a subsidiary of Beneficial Bank, has launched its origination platform and commenced business operations.

"It is an exciting time here at Neumann Finance," said Daniel P. Dyer, CEO. "Our leadership team has spent the last few months building a best-in-class origination platform, and we are now excited to be moving into production mode."

"With the launch of our technology driven digital platform and our tagline, 'Business Lending Done Right,' we are positioned to better serve customers with very attractive equipment financing programs and an unrivaled level of service in the marketplace" added George Pelose, Neumann's President.

Neumann will offer highly competitive equipment leasing products and services for a broad range of asset classes nationwide. It will service both equipment dealers and end-user business customers with a focus on the small ticket equipment dealer market.

Neumann touts a seasoned leadership team with broad management experience, led by Dyer and Pelose. CEO Dyer brings more than 30 years of industry experience as the co-founder and former Chairman and CEO of Marlin Business Services Corp. Pelose, President, brings nearly 20 years of experience as the former Chief Operating Officer and General Counsel of Marlin Business Services.

Neumann's business model, and point of differentiation, is based on its tagline, which directs a high level of emphasis on superior client engagement, advanced technology solutions, and delivering simplicity and transparency to customers every day.

Neumann plans to move into its new headquarters in Center City Philadelphia during the third quarter of this year. The 22,000 square feet of space will encompass state-of-the-art technology and will feature an "industrial/urban" design that will create an open space, collaborative work environment.

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