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Interview Hervé Bonnet

WHAT LESSON FROM YOUR PAST HAS HELPED MOVE YOUR BUSINESS FORWARD?

HB: I learned very early in my business career that relationships are what matter most. Real relationships can be sustained over time no matter the situation but they take time to develop, something that not everyone has the patience to invest. The 2008 financial crisis hit the U.S. boat market hard. The resulting contraction reduced the number of marine lenders and those that survived were the ones that built broad relationships across every aspect of the business. Those that were transactional, that existed only for the moment, are gone. My strategy, from the beginning as now, was to build a business that, internally, focused on teamwork and a dedication to excellence, and, externally, established strong partnerships with global leaders and premium international brands in the marine industry. Our business partners and many of our customers are not only the best of the best, they are also our friends, ones we know well and supported in both good and bad times. As a result, our business not only survives but thrives in an ever-changing and uncompromising world.

Q: HOW DOES YOUR PASSION FOR BOATING AND BUSINESS FEED INNOVATION?

HB: I have always been fascinated by new technologies in all forms of transportation and came to the boat business probably knowing more about cars, motorcycles or even planes than boats. For this reason, I have spent more than a decade in marine finance looking at the business non-traditionally, daring to think about what is possible for the customer rather than being constrained by what is "always" done or has been done before. My absolute and non-negotiable goal is to always make sure that our customers fulfill their dreams. This is something that I have done in every business I have been involved with and I firmly believe that you can do so without unnecessary risk; in fact, I now have a history of proving that this can be done in marine finance, that dreams can come true every day! When our customers climb onboard their new boat, they are happy and stay that way! The culture and daily mission of LH-Finance is to constantly find innovative yet prudent solutions to help grow the business and get more and more people on the water!

HOW WILL YOUR PRODUCTS CHANGE TO MEET THE NEEDS OF THE EVOLVING MARKETPLACE?

HB: At the risk of sounding immodest, we think that the U.S. market is actually evolving toward the business we have built from day one as we provide both inventory and retail financing, combining them in a unique way to optimize our partnerships. This approach was new in North America when we began more than 10 years ago but works incredibly well in other parts of the world. For manufacturers and their dealers, we provide a state-of-the-art web-based system with online access, bill payment and advanced reporting tools to help our customers efficiently manage their inventory. With retail end-users, we have a deeply experienced team dedicated to marine financing. That means that we can offer fast credit decisions and competitive marine lending solutions to help grow the boating community. Why? Because it's all we do and what we know! We never charge prepayment penalties or processing

fees and can also offer innovative and unique banking products tailored to anyone's particular needs.

Today, we know that customers are putting an emphasis on their overall experience and no one does that better before, during and after the purchase of a boat than LH-Finance. For example, we recently launched our LH-Finance VIP Card Program which gives card members the ability to be pre-qualified for financing with us before shopping for a boat at several major international boat shows. We are recognized in the industry so our customers receive VIP treatment from boat builders and other service providers whenever they show their card. Further, all LH-Finance customers are now also members of the LH-Finance VIP Concierge Club powered by Marinalife which provides access to unique and amazing services the world over. LH-Finance stands out in today's boat marketplace because we are part of and deeply connected to the industry and, for that reason, we will always be ahead of our competition.

Contact: info@LH-finance.com
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Our Innovative VIP Program¹ Purchasing the Yacht of Your Dreams

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How Does It Work?

This unique innovative VIP program we have developed with our partner Active Interest Media provides you with the opportunity to get pre-qualified for marine financing in advance of purchasing participating new boat brands.

Getting pre-qualified is the initial step in the boat loan process. Your credit report will not be pulled; all you have to do is supply us with your overall financial picture (income, assets, debts...) and after evaluating this information, we will give you an idea of the loan amount for which you qualify.

Apply online at www.lh-finance.com/VIP to get one step closer to the Yacht of your dreams.

¹Subject to credit approval, must be pre-qualified to participate.

*Final approval subject to credit underwriting.



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