

Strand Finance Inc. Acquires Strand Payment Plan Inc.

Companies Merge to Form Multi-Regional Premium Financing Company



STRAND

FINANCE

Marlboro, New Jersey Jun 29, 2023 ([IssueWire.com](https://www.issuewire.com)) - Strand Finance Inc. rolls out new branding after the acquisition of Strand Payment Plan Inc. With the merger, which was effective as of March 24, 2023, the new company creates a larger and more strategically positioned regional insurance premium finance company. Its new branding will be rolled out in July 2023 to customers and partners.

Founded in 1980 as Strand Insurance Finance Company (SIFCO), all subsidiaries have now been merged under one umbrella and this leader in the premium finance industry will trade under the name Strand Finance Inc. in all states across the US.

Insurance companies, agents, and customers will continue to enjoy the same high level of service they have always received from Strand, and the merger will also bring new benefits from a streamlined corporate structure. With access to the wide-ranging expertise, products, and services of Strand Finance Inc. as well as its strong financial standing, Strand Finance Inc. will continue to live up to its commitment to Superior Service Through Technology for its customers and agents.

The company's address and contact information remains the same at 22 Tennent Rd, Morganville, NJ 07751, and (732) 591-9515.

COMPANY BACKGROUND

Strand Finance provides financing for insureds, insurance agents, and brokers in 7 states including New York, New Jersey, Connecticut, Pennsylvania, North Carolina, South Carolina, and Illinois, covering both personal and commercial lines of insurance. Founded in 1980 by Howard Heiss and headquartered in Morganville, NJ, this family-owned and operated business has grown through the years with 3 generations now working at the company. With 40 years of experience, we know the premium financing business and understand its challenges. In addition to incentive programs and agent enhancements, Strand Finance provides competitive rates, low down payments, and online account management to make the financing experience as easy as possible.

We have long prided ourselves on our personal customer service, providing assistance in both English and Spanish and outstanding service at competitive rates. With a long-standing commitment to superior service through technology, Strand Finance also provides the most advanced technology to streamline

the premium financing process. With a bespoke Salesforce platform, an online customer portal, DocuSign access, and email, text, and chat capability, we have implemented systems to make premium financing easy. Continuing that commitment today and into the future, Strand Finance works to continually improve by keeping our systems and digital offering at the forefront of technology.

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Source : Strand Finance Inc.

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