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For Immediate Release

International Factoring Association Announces New Website Launch

Avila Beach, CA – January 15, 2018 –The International Factoring Association (“IFA”) announced the launch of its newly designed and mobile friendly website and revealed its new logo. The updated website provides members and other visitors improved functionality and easier navigation that enhances the user’s experience.

The website features the Vendor Locator Service, which lists vendors of interest to the receivable finance and factoring community including attorneys, UCC search firms, funding sources and much more. In addition, there is also an IFA Preferred Vendors list of suppliers that offer discounts and superior service to members.

“Our website has always been an important way for us to share information with members,” said Executive Director of the International Factoring Association, Bert Goldberg. “The redesigned website has a more modern look with easier search tools, increased functionality, and a more engaging experience for mobile users.”

Naylor Association Solutions, which provides solutions to over 1800 associations, was contracted to develop the new website. They are experts in maximizing member engagement and growth through technology.

“We chose Naylor Association Solutions because of the layout of their association solutions along with their willingness to implement all of the custom features that our members have come to expect from the IFA,” Goldberg added.

Membership information, upcoming events and industry research are now easily accessible on the home page. There are also quick links to the Certified Account Executive in Factoring designation program and the latest issues of the IFA’s magazine, *The Commercial Factor*.

Members can explore the new website at www.factoring.org.

About the International Factoring Association

Headquartered in Avila Beach, California with over 425 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.