

WHAT IS IT THAT YOU LIKE ABOUT WHAT YOU DO?

The old saying is do what you love and the money will follow. In our case we love what we do by helping companies reach their goals. We enjoy the customers we have met over our 20 years and many, if not all, we consider friends.

WHAT ARE THE BIGGEST CHALLENGES IN THIS BUSINESS?

Like everyone else, the biggest challenge is riding the economic roller coasters.

WHAT IS YOUR BUSINESS PHILOSOPHY?

I have believed two philosophies my entire business career. Treat everyone as you would want to be treated, and when a deal is complete (funded), everybody involved should walk away with a smile of contentment.

THERE ARE MANY OPTIONS FOR EQUIPMENT FINANCING BUT YOU HAVE SPECIALIZED IN THE CRANE SECTOR. WHY IS THIS?

When I started the company there were opportunities in other industries, and there was briefly a thought to combine industries. But after analyzing the crane industry, realizing the long-term value of the crane asset and seeing long-term financing was not being offered, I realized the crane finance market was the perfect industry choice for me. Besides I am a kid at heart, and I've always liked watching cranes work since I was young.



The Harry Fry & Associates team includes Cheryl Fry, vice president; Harry Fry, president; and Tonya Fry, assistant vice president.

WHAT DISTINGUISHES HARRY FRY & ASSOCIATES IN THE MARKETPLACE?

We are a consistent and constant source of financing/leasing options for the crane and lift industry. Basically, customers know where to find us, and we do not disappear from the market when things are bad and reappear when things are good.

We have stayed the course through the worst of times and believe our experience allows us to have a clear understanding of our customers. HFA is a family owned business, and therefore, we can relate to many of our customers, and can appreciate what it takes to run your own company. Additionally, we have owned equipment in the past and can appreciate, to a small degree, what our customers may experience.

Also, it's about our service. Our goal

has always been to create a long-term business relationship with our customers. We achieve this by giving the customer a competitive deal and making the transaction as easy as possible for them and the vendor. In addition, we continue to stay in touch with our customer and the equipment vendor long after the deal has closed. Therefore, our customers have come to believe in our knowledge of financing and the crane industry as a whole. As a result, we have become their business partner rather than just their finance source. Our customers continue to call us not only for questions regarding their transactions, but also in regards to other things that pertain to their business.

WHAT SHOULD A COMPANY LOOK FOR WHEN IT COMES TO FINANCING CRANES?

Everyone's needs are unique. They should not just assess their financing needs just when things are going well but consider the "what ifs" of the future. Rate is an important part of every evaluation but structure and conditions should be evaluated in equal terms as well.

WHAT DO YOU LIKE TO DO IN YOUR LEISURE TIME?

No. 1 is spending time with my five-year-old grandson Brock and three-year-old granddaughter Gia. I enjoy golf, the outdoors, reading and/or watching American history. ■

Harry Fry & Associates provided financing for the J.F. Lomma Terex CC 2800-1 that lifted the Space Shuttle Discovery on top of a Boeing 747 Shuttle Aircraft Carrier. Fry said the first crane his company ever financed was a 1995 Krupp KMK4100 for Donna Stevenson of Stevenson Crane & Rigging, based in Chicago.

