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## **Rollup Financial enters Canadian market with acquisition of Mayo & Associates**

Lease Canada Rollup Corp., a new and dynamic entrant in the Canadian equipment finance marketplace, has acquired a majority interest in Mayo & Associates, a well-established, Ontario-based equipment leasing brokerage. A group led by Nadine Harding and Adam Boutara, longstanding Mayo employees, have also purchased shares from founder Stephanie Mayo, who is exiting the business.

The transaction provides Mayo with additional resources to accelerate growth into new markets and enhance the service experience for both customers and vendor partners.

Lease Canada Rollup Corp., branded Rollup Financial in market, is led by Michael Yablon and Jeff Haig both formerly of Econolease Financial Services. The two executives bring a wealth of experience following their successful exit to Australian-based hospitality funder Silver Chef. With Rollup Financial, they aim to capitalize on a unique opportunity: providing a reliable exit point for owners of small to medium-sized independent finance brokerages.

"In equipment brokering, where so much of the business is relationship-based, it's difficult for owners to monetize their life's work," said Mr. Yablon. "Rollup Financial provides an exit point where owners can immediately or gradually take chips off the table while ensuring the business continues to thrive for staff that are wanting to stay."

Rollup Financial's model was a perfect fit for Mayo where the owner was looking to retire, and the staff were still wanting growth. "The deal structure was a match for what we were looking for," said Ms. Harding. "On behalf of the entire Mayo team, congratulations to Stephanie. She was an industry trailblazer. We're delighted for her. We're excited about the future of Mayo & Associates."

As part of the transaction, the entire Mayo & Associates team is remaining. Ms. Harding will assume the role of President. Mr. Boutara will continue to lead the day-to-day administration as Vice President Operations.

The landmark deal closed on January 1, 2025, and represents a key step in Rollup Financial's commitment to fostering growth and innovation within the equipment leasing industry. The strategy is not about consolidating brokers under a single brand. According to Mr. Yablon, "We think the market is best served by maintaining lots of diverse and competitive brokers. Our value lies in providing an exit point for owners while delivering back-office expertise, cutting-edge technology, marketing, and funding power."

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