

# The Benefits of Becoming a Fleet Alliance Appointed Representative

Build a profitable business without the challenge of building regulatory, operational, and lender infrastructure from scratch.

We're a  carbon neutral company



Laureate Status  
2013 - 2025



Customer Service Winner  
2015, 2016, 2018, 2019



Multiple Category Winner  
2014 - 2025



9001:2015  
Quality Management



14001:2015  
Environmental Management



# The UK's original Appointed Representative Programme

Built for ambitious fleet professionals ready to build something bigger, Fleet Alliance's FCA-authorized Appointed Representative (AR) programme gives experienced operators the platform to scale fast in the van and fleet sector.

Established in 2002, the programme offers an accelerated route to growth, with the regulatory permissions, lender panel, operational support and proven infrastructure already in place—freeing you to focus on winning clients, building relationships and growing your portfolio from day one.

## Multi award-winning mobility solutions, successfully delivered for over 20 years

Backed by Global Vehicle Group, you gain the power of the UK's largest B2B leasing platform, award-winning service, carbon-neutral credibility and market-leading funder relationships. Everything you need to win bigger, scale faster and compete with authority.

**70k+**

Vehicles under  
Group management

**£2.5bn**

Combined asset  
value

**£510m**

Funding arranged  
in 2025

**100+**

Award-winning  
team members

**14**

Consecutive Great  
Place to Work awards

**4**

Industry Benchmark  
CSI award wins

# The Appointed Representative Role

As a Fleet Alliance Appointed Representative, your role is focused on writing quality business, developing introducer networks and building long-term portfolio value.

- **Prospect and Build Your Network**  
Generate opportunities through business development, referrals, networking and targeted prospecting.
- **Develop Long-Term Client Relationships**  
Build trusted relationships with SME and corporate decision-makers, becoming their go-to broker for fleet, van and funding solutions.
- **Leverage Introducers and Affiliate Partners**  
Work closely with introducers, affinity partners and professional contacts to create a consistent pipeline of qualified opportunities.
- **Convert Opportunities into Funded Agreements**  
Use Fleet Alliance's lender panel, buying power and operational support to secure competitive funded deals efficiently.
- **Build a Valuable Portfolio**  
Grow a recurring book of business that strengthens your income, reputation and long-term enterprise value.

## Who is this role perfect for?

- **Experienced B2B brokers and sales professionals** in fleet, leasing, finance or related markets.
- **Relationship-led professionals** who want to build and retain their own client base.
- **Van and LCV specialists** looking to scale with stronger infrastructure.
- **Introducers, consultants and business developers** with established decision-maker networks.
- **Entrepreneurial professionals** ready to build a bigger business under a proven FCA framework.

# The Benefits of Partnering with Fleet Alliance



## Scale with Confidence

Join an established FCA-authorized principal with the credibility and governance to help you scale with confidence.



## Own the Opportunity

Tap into deep expertise across vans, fleet and commercial vehicles—where market demand and opportunity continue to grow.



## Powered by a Proven Network

Become part of a proven AR network built on shared success, collaboration and high-performance standards.



## Built for Success

Benefit from a commercially aligned model designed to reward ambition and support long-term partnership growth.



## Ready From Day One

Leverage immediate access to the compliance framework, lender relationships and framework needed to win business fast.

# The Fleet Alliance Advantage

## Scale Faster

As a Fleet Alliance Appointed Representative, your focus stays where it delivers the greatest return—writing quality business. We provide the proven framework, infrastructure and support that lets you scale with confidence.

- **Compliance Without Complexity**  
Robust oversight and governance that protects your growth.
- **Funding Power on Demand**  
Access a broad panel of lenders to secure competitive, flexible solutions for your clients
- **Strength in Group Buying Power**  
Leverage Fleet Alliance's scale, terms and commercial influence to enhance your market proposition.

- **Operational Support That Frees You to Sell**  
Dedicated sales processing and back-office support that keeps momentum high and admin low.
- **Growth Beyond the Deal**  
Ongoing business development guidance designed to help you expand faster and smarter.

## Credibility That Opens Doors

Join a growing network of successful Appointed Representatives and strategic affinity partners. Our combined scale strengthens your market presence, enhances credibility with clients and lenders, and gives you access to highly competitive funding solutions that help you win more business.

## Built for Market Presence

With the backing of an established brand, proven infrastructure and national buying power, you gain the presence of a much larger operation, while retaining the entrepreneurial freedom to grow your own portfolio.



**Build your own success story, with the backing to scale faster.**

## Proof the Fleet Alliance AR Model Delivers

### Jonathan Nolan

Jonathan Nolan's success as Best Appointed Representative at the 2024 Broker News Awards is proof of what ambitious professionals can achieve through the Fleet Alliance AR programme.

The judges highlighted Jonathan's enthusiasm, established sector reputation and the way he has successfully grown his own business under the Fleet Alliance umbrella. Their feedback reinforced exactly what makes the programme so compelling: entrepreneurial professionals gain the freedom to build their own portfolio, backed by the infrastructure,

compliance framework and commercial strength needed to scale with confidence.

The credibility of the model was further underlined by the fact that two Fleet Alliance ARs reached the final shortlist, demonstrating the quality and consistency of success across the wider network.

For prospective partners, it sends a clear message: The Fleet Alliance AR Programme is built to help fleet professionals thrive, grow and win recognition in the market.



Jonathan accepts his award from category sponsor Nicola Eggleton of vGroup International.

## Unrivalled Power for Van Specialists

For van and commercial vehicle specialists, the backing of Global Vehicle Group (GVG) gives you a level of market strength few can match. As the strategic engine behind Fleet Alliance's growth in the van sector, GVG equips AR partners with the scale, expertise and commercial leverage to win more business and grow faster.

- **Sector Expertise That Sells**  
Tap into deep specialist knowledge across vans, LCV fleets and commercial vehicle funding.
- **Funding Built for Complex Needs**  
Access specialist funding solutions tailored to fleet, bespoke builds and operationally demanding van requirements.
- **Strength in Specialist Conversions**  
Benefit from proven support across converted vehicles, racking, refrigeration, and other specialist applications.

- **A Collaborative Growth Ecosystem**  
Plug into a powerful network of experts, partners and commercial support focused on long-term growth in the van market.
- **Group Buying Power That Wins Deals**  
Leverage the full buying strength and lender relationships of Fleet Alliance and GVG to create a sharper, more competitive proposition in every client conversation.

For ambitious van specialists, becoming a Fleet Alliance Appointed Representative creates **unparalleled selling power**: the credibility of a major group, the agility of your own business, and the backing to compete confidently for larger, more complex opportunities.



## Turn Relationships Into a Pipeline

Fleet Alliance's Affiliate Partnership Programme gives Appointed Representatives an additional growth channel, transforming trusted relationships into a steady flow of qualified opportunities. Through structured referrals and strategic partnerships, it helps build momentum quickly, especially in the early stages of your AR journey.

For ARs, this creates a predictable pipeline engine that helps you scale faster with confidence.

→ **More introductions. More opportunities. More momentum.**

### A Scalable Flow of Qualified Introductions

Build a reliable pipeline through affiliates with established client bases, strong networks and influence across fleet, finance, operations, HR and procurement.

### A Commercially Rewarding Growth Engine

Referral commission incentivises ongoing introductions, creating a repeatable, relationship-led source of new business that compounds over time.

### We Protect the Relationship and Handle Delivery

Your affiliates stay in control of their client relationships while Fleet Alliance manages consultation, proposals, onboarding, funding and service—ensuring a high-quality customer experience throughout.

## From Start-Up to Strong Growth in Twelve Months

### Chris Rowthorn

Fleet Alliance Appointed Representative Chris Rowthorn has built a successful and growing business within his first year by leveraging the Fleet Alliance AR Programme.

Starting 2025 with no pipeline, written business or prior fleet experience, Chris secured 25 deals by the second half of the year – demonstrating rapid market entry and strong conversion capability.

His fast progress has been supported by the structure, tools and expertise provided through the Fleet Alliance AR Programme. Salary sacrifice has been a major driver of growth, with four schemes

already onboarded and a further 12 opportunities in the pipeline, positioning the business strongly within this high-growth market.

Chris has also expanded his reach through LinkedIn, affinity partnerships and sales activity, while building strong client relationships by leveraging Fleet Alliance's broad fleet offering and technology-enabled approach.

His rapid success was recognised with the Best Appointed Representative Award at the 2026 Broker News Awards – further proof of the impact of the Fleet Alliance AR Programme.



Chris with a Tesla Model Y during a recent road test and featured on the Fleet Alliance website.

## Leadership That Invests in Your Growth

Our leadership team is deeply committed to building long-term, commercially successful partnerships with every Appointed Representative. This is far more than operational support—it is strategic backing from a senior team with decades of proven expertise across fleet, funding, compliance and business growth.



### Commercially Invested in Your Success

Our leadership team is aligned to help AR partners build sustainable, profitable businesses—not simply short-term volume.



### Strategic Guidance from Industry Experts

Benefit from hands-on input, market insight and growth direction from senior leaders with experience across fleet, salary sacrifice and funding.



### A Partnership Built for the Long Term

We focus on enduring relationships that support scale, resilience and evolving market opportunities over time.



### Confidence Through Proven Leadership

With the backing of an award-winning business you gain strategic support from leaders who know how to help you grow your business faster.

**Entrepreneurial freedom, backed by leadership that knows how to scale.**

## Ready to Build Something Bigger?

If you're ready to scale your business with the backing of Fleet Alliance, the next step is a conversation to explore strategic fit, market opportunity and commercial alignment.

**Start the conversation today and discover what your business could become with the right platform behind it.**



[Schedule a call back >](#)

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# The Benefits of Becoming a Fleet Alliance Appointed Representative

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