

# BARNES *Reports*

## **U.S. Sales Financing Industry** (NAICS 52222)

- Market Reports
- Industry Trends
- Demographic Data

– Edition **2008**

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# SALES FINANCING INDUSTRY (NAICS 52222)

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# SALES FINANCING INDUSTRY (NAICS 52222)

## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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# **SALES FINANCING INDUSTRY (NAICS 52222)**

## **INDUSTRY DEFINITION AND RELATED INDUSTRIES**

**NAICS 52222: Sales Financing.** This industry comprises establishments primarily engaged in sales financing or sales financing in combination with leasing. Sales financing establishments are primarily engaged in lending money for the purpose of providing collateralized goods through a contractual installment sales agreement, either directly from or through arrangements with dealers.

### **Related Industries**

- Plumbing Contractors
- Carpentry Contractors
- Housing Construction
- Home Improvement Retail

### **U.S. Census Categories**

NAICS 52222 – Sales Financing is:

100% comparable to SIC 6141 – Personal Credit Institutions

55% comparable to SIC 6141 – Commercial Finance Companies

84% comparable to SIC 6141 – Financing Leases

### **Sub-Industries**

- Personal credit institutions
- Automobile and consumer finance companies
- Automobile loans, including insurance
- Consumer finance companies
- Financing: automobiles, furniture, etc., not a deposit bank
- Installment sales finance, other than banks
- Licensed loan companies, small
- Personal finance licensed loan companies, small
- Industrial loan banks and companies, not a deposit bank
- Morris plans, not a deposit bank
- Mutual benefit associations
- Remedial loan societies