

SALT LAKE CITY, UT, September 13, 2013 /**24-7PressRelease**/ -- As a company that strives to help small businesses achieve advantageous financing options for growth, [Elite Business Finance](#) understands that possessing modern technology continues to prove a critical factor in new company expansion and success. While many small businesses have implemented technological resources to improve day-to-day operations, new reports suggest that many are not utilizing the most current solutions to enhance productivity. According to Elite, staying with technology that is "behind the times" is a decision that could cost a new business a great deal in the long run.

As a way to highlight this growing trend of outmoded small businesses, Elite Business Finance points to a recent [article](#) from Accounting Web that discusses the matter. The article reveals, "Although a little more than half of small business owners who were recently surveyed by online marketing firm Yodle Inc. use technology for accounting, only a minority use automated technology for other key business operations, such as appointment booking and scheduling, customer relationship management (CRM), and acquisition marketing."

In a recent press statement, Elite Business Finance comments, "This survey is important, because it reveals a much larger trend that many small business owners may not know what technology resources they should be using to participate in modern commerce. More importantly, this evidence may also suggest that even if entrepreneurs are aware of these solutions, they may not know the best way to securely finance and access this up-to-date technology."

Providing more specific evidence on what areas of technology many small businesses are falling behind on, Accounting Web cites Yodle's survey of 306 small business owners in the United States. The article states, "Asked about their technology and marketing approaches, 51 percent of small business owners use modern technology for accounting, followed by 39 percent who use technology for appointment booking and scheduling, 34 percent for CRM, 25 percent for point-of-sale systems, and 14 percent for acquisition marketing...Another area within technology and marketing in which small business owners are lacking: websites. According to the survey, 52 percent of small business owners do not have a website, and 90 percent do not have a mobile-optimized website."

"It is essential that business owners address the ways that they can bring their technology up-to-speed and how they can do so in an affordable, effective manner. Many entrepreneurs do not know that equipment leasing can be a great way to access and implement modern technology from computers to software programs that can assist with productivity, marketing and other operational needs," Elite Business Finance concludes in its press statement.**ABOUT:**

Elite Business Finance On Small Businesses and Modern Tech Benefits

Written by Australian Business

Elite Business Finance is a financial company that is based out of Salt Lake City, UT but offers their services nationwide to many small business owners in need of alternative financing options. They offer a wide range of equipment financing options such as computers and software, heavy industrial equipment, office equipment, restaurant equipment, trucks, trailers and medical supplies. They can also assist small businesses with their payroll, emergency financial management, location expansion and remodeling. In addition, their leasing programs are a great way for small business owners to save on their taxes.