

# LOGIC OF LEASING

## LEASE vs. CASH PURCHASE vs. BANK LOAN

What method is right for your customers... *and most profitable for you?*

<b>CAN MY CUSTOMERS...</b>	<b>LEASE FINANCING</b>	<b>CASH PURCHASE</b>	<b>BANK LOAN</b>
acquire equipment without a substantial cash outlay?	<b>YES</b>	<b>NO</b>	<b>NO.</b> Most banks require a large down payment.
upgrade or add equipment without difficulty?	<b>YES</b>	<b>NO</b>	<b>NO.</b> Most banks require reapplication for another loan.
match payments to their current cash flow?	<b>YES</b>	<b>NO</b>	<b>NO</b>
avoid affecting their bank lines of credit?	<b>YES</b>	<b>N/A</b>	<b>NO.</b> In fact, they will be affecting it a great deal.
delay payments until after the equipment begins to pay off?	<b>YES</b>	<b>NO</b>	<b>NO.</b> Payment required right away.
get approval for financing in one day?	<b>YES</b>	<b>N/A</b>	<b>NO.</b> It could take days or even weeks.
deduct all or most of the monthly payments from their taxable income?	<b>YES</b>	<b>N/A</b>	<b>NO</b>

*Help your customers say YES to leasing!* It's economical and flexible, and puts fewer demands on their cash flow. And it helps you increase sales!

For information, call  
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