

**BENEFITS OF LEASING  
FOR YOUR CUSTOMER**

**Lease financing is quickly becoming the preferred method for most businesses to acquire equipment and machinery. Read on to find out why:**

**Ease of Acquisition**

Once your customer has selected the appropriate product, the acquisition simply becomes a matter of affordable monthly or quarterly payments. No appointments and long meetings required.

**100% Financing**

Lease financing is 100% financing. This means that hardware, software and any extras that are needed to operate the equipment can be financed, enabling your client to walk out the door with a "Total Solution".

**Preserves Existing (and future) Credit Lines**

Lease financing enables your clients to acquire the products they need, without tying up bank credit lines. For companies that require short term borrowing capabilities, lease financing can be a tremendous advantage.

**Ease of Budgeting**

Unlike bank financing, which is often subject to fluctuations in the interest rate, lease payments are "fixed" over the term of the lease. Your clients can therefore manage their cash flow budgeting with ease and comfort.

**Product Flexibility**

Lease financing enables your clients to respond to their growing needs by upgrading or replacing their equipment at any time during the lease. This could be a significant competitive advantage.

**Other Investment Opportunities**

Profits are made from using equipment, not owning it. By leasing equipment instead of purchasing it, your client can free up precious capital resources. This capital can then be utilized to build additional growth and profits by investing in inventory, marketing, operations, etc.

**Term and Payment Flexibility**

No two businesses are alike; and leases can be structured to suit your client's requirements. This means that the term and frequency of payments can be customized to suit the client's own unique business cycle.

**Cost Justifiable**

It is very easy to determine the cost/benefits associated with leasing equipment. Simply divide the monthly or quarterly lease cost by the number of days the equipment will be in use. Your clients will quickly see how the day-to-day advantages of using the equipment are related to the lease payment.

**Self Financing**

When your clients use lease financing as a method of equipment acquisition, they inevitably make their lease payments from the dollars generated by their business. In this sense, the equipment that is used to help generate revenues pays for itself. Expenses are matched to revenues.

**Payment Convenience**

Keeping track of payment due dates is simplified when your clients take advantage of the "Pre-Authorized Payment Plan". Not only does this direct-debit method cut down on their paperwork, it reduces the incidence of late payments and charges as well.

**Tax Advantages**

Lease payments are tax-deductible, subject to Revenue Canada guidelines. This means that by leasing instead of arranging a loan or paying cash, your clients can reduce the amount of tax that they pay.

**The advantages of leasing equipment can be extensive. If you or your client would like more information, please do not hesitate to contact your Alliance Financing Group representative.**