



**In conjunction with the  
Richards Mortgage Group  
1.888.540.1715**

**The Alliance Leasing Program  
Vendor Sales Training**

**Date:**

**Prepared For:**

**Presented By:**

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# THE ALLIANCE LEASING PROGRAM TRAINING MANUAL

The training program is broken into the following modules:

## **Module 1. Overview**

- ❖ About Alliance Financing Group
- ❖ About the Vendor Leasing Program
- ❖ FAQ's about Leasing
- ❖ Contact Information

## **Module 2. Process Instructions**

- ❖ Procedures – From application to funding

## **Module 3. Benefits of Leasing for Your Sales People**

- ❖ What using this program can do for YOU

## **Module 4. Benefits of Leasing for Customers**

- ❖ Why should your customers use leasing to acquire equipment and machinery from you?

## **Module 5. Closing the Sale**

- ❖ How to sell more equipment using leasing
- ❖ Top Five Lines to Introduce the Lease Plan

## **Module 6. Calculating and Quoting Payments**

- ❖ Calculate Payments Automatically using the spreadsheet calculator
- ❖ Calculate Payments Manually using rate cards
- ❖ Using [www.YourLeaseQuote.com](http://www.YourLeaseQuote.com)

## **Appendix 1: Leasing Program Knowledge Test**

## Module 1 – Overview

This training program provides all the information and skills necessary to use the Alliance Leasing Program to help you ***increase sales, improve margins and capture the lifetime value of the customer***. Whether you are a new sales person, or a seasoned veteran, this program is a valuable tool to help ensure your success!

### **1.1 About Alliance Financing Group**

With its roots tracing back to 1989, and with access to several billion dollars in committed funding capital, Alliance has become one of Canada's most well respected and successful leasing companies. Alliance specializes in the small to mid ticket equipment markets and works both with vendors and end-users. Alliance has built a reputation based on competitive rates, excellent service and an outstanding credit approval ratio.

Using it's unique business models, funding arrangements, technologies and marketing methods, Alliance has developed, and currently manages very successful leasing programs for several world class manufacturers/distributors and vendors/dealers of various types of equipment and machinery.

### **1.2 About The Alliance Leasing Program**

The Alliance Leasing Program was established to provide leasing services to authorized equipment, machinery and information technology (collectively "equipment") vendors throughout Canada. This program is specifically tailored to meet the needs of your business, institutional and public sector (ex Municipalities) clientele for cost-effective, hassle-free leasing to assist these customers in acquiring equipment from you. It has been designed to:

- ✓ ***Increase your equipment and machinery sales***
- ✓ ***Improve your margins on those sales***
- ✓ ***Enhance the Lifetime Value of your customers***

### **1.3 Common Questions & Answers About Leasing**

#### **Q: What is a Lease?**

**A.** A Lease is a contract between two parties, the Leasing Company or "Lessor" and the customer or "Lessee", where the Lessor acquires equipment that is chosen by the Lessee from an equipment supplier that is also usually chosen by the Lessee, and then the Lessor leases the equipment to the Lessee for the term specified in the Lease contract. The Lease may contain no option for the Lessee to own the equipment at the end of the lease, in which case it is truly a rental agreement, or it may contain an option (the "Purchase Option") for the Lessee to acquire the equipment by paying an agreed upon purchase price to the Lessor.

#### **Q. What types of Purchase Options are commonly available?**

**A.** The most common Purchase Options are:

**Full Pay-Out:** In this type of lease, after the end of the term, the customer can purchase the equipment for a nominal amount; for example: \$1 \$10 or \$100. This form of lease is very popular, especially if the customer is sure that they want to own the equipment at the end of the term.

**Fair Market Value:** As the name implies, at the end of the lease, if the customer wishes to purchase the leased equipment, they will have to pay the Lessor the "Fair Market Value" of the equipment – as dictated by the Lessor. Because this type of lease does not have a fixed purchase option, it is designed for a customer that truly does not want to own the equipment, but would rather return, upgrade, or continue to lease the equipment at the end of the term. Depending on the type of equipment, and its anticipated "market value" at the end of the proposed term, this type of contract can provide the lowest payments. This type of lease is most ideally suited to technology equipment. Note that if the customer wants a combination of a lower monthly payment and a guaranteed purchase option, then a Stretch Lease provides the best alternative.

**“Stretch Lease” or “Early Purchase Option” Lease :** In this type of lease, the contract is structured as a true Fair Market Value lease, however, the contract provides for a fixed, guaranteed "Early Purchase Option" that can be exercised by the customer, after a specific number of payments. Here are the most common terms for Stretch Leases:

Total Term	Early Purchase Month	Early Purchase Amount (percent of original equipment cost)
27 months	24th month	10%
39 months	36th month	10%
52 months	48th month	10%
66 months	60th month	10%

Other terms and purchase options are available.

**Q. Why Lease?**

**A:** Leasing has become one of the most widely used methods of financing for equipment and machinery acquisitions by businesses. In fact, according to the United States Equipment Lessors Association (ELA), 80% of all businesses use leasing to acquire some or all of the machinery and equipment they use to run their business. Here are just some of the reasons why:

- Capital Preservation
- Credit Preservation
- Easier Budgeting
- Financial Efficiency
- Flexibility
- Tax Deferral

**Q: What types of assets can be leased?**

**A:** Leasing can be used to acquire just about any type of equipment, machinery and other capital assets. Leasing can even be used for computer software.

**Q: Who can lease?**

**A:** Businesses of all types (ex. Corporations, Proprietorships, Partnerships), Governments and Government Agencies, Institutions, Schools and School Boards, Universities, Not-For-Profit Corporations or Agencies and Professionals.

**Q: What are the rates?**

**A:** Rates are dependent upon the customer's credit profile, length of time in business and industry, as well as on the type of equipment, size of transaction and term/structure of the lease. Unlike loans, Lease contracts do not contain information about the cost of the equipment, interest rates etc.

**Q: Can a lease be cancelled?**

**A:** Generally speaking, no. The lease is a legally binding contract. It cannot be cancelled by the Lessor or the customer. Most leases have provisions whereby the customer can trade-in the equipment, or can pre-pay the lease. Some types of leases can be structured so as to be open without penalty after a specific number of months have elapsed; but these are not very common.

**Q: Who is responsible for maintenance and insurance?**

**A:** In most lease contracts the customer is responsible for maintaining and insuring the equipment. Some leases are structured with maintenance contracts built in.

**Q: Is a down payment required?**

**A:** Generally, for customers who meet the minimum credit and length of time in business requirements, no down payment is needed. On execution of the lease, an amount equal to the first months (or first and last month's) lease payment is all that is required.

**Q: Are personal guarantees required?**

**A:** Provided that the business meets certain minimum credit requirements, no personal guarantees are required. In some instances another related business can act as a guarantor for a lease, rather than having owners or partners act as a guarantor.

**1.4 Contact Information for the Alliance Leasing Program**

**ACCOUNT MANAGER:** (Available to help you with Rates, Quotes and Marketing assistance. This is also your main point of contact for all transactions. Your Account Manager works with you to guide all deals through credit, to notify you and /or your customer of approvals, and to facilitate closing the deal, ensuring documents get sent out, returned and funded).

Main Contact:

**Scott Hinsperger:**  
**Direct Tel: (905) 660-3660 ext 224**  
Email: [scott@alliancefinancing.com](mailto:scott@alliancefinancing.com)

Alternate Contact:

**Direct Tel: (905) 660-3660 ext**  
Email:

**FUNDING MANAGER:** (Coordinates informing you when the lease documents are signed, and it's "ok" to ship equipment and invoice us)

**Jennifer Kociuruba:** **Toronto Local (905) 660-3660 ext 242**  
**Toll Free: 877-660-3660 ext. 242**  
Email: [documents@alliancefinancing.com](mailto:documents@alliancefinancing.com)

**MAIL & COURIER ADDRESS:**

**Alliance Financing Group**  
**95 Royal Crest Court, Unit 3**  
**Markham, Ontario L3R 9X5**

**Tel: (905) 660-3660**  
**Fax: (905) 660-3078**

## Module 2 – Process Instructions

### 2.1 Leasing Process Instructions

1. A copy of the completed and signed credit application as well as the quote for the equipment is faxed to Alliance Financing Group (“Alliance”), attention Credit Department at toll free fax: 1-877-660-3078. ALTERNATIVE: Application can be entered electronically online at [www.alliancefinancing.com](http://www.alliancefinancing.com) or if you subscribe to Alliance’s Private Label Online Financing tools, then the application can be entered online at your own website.
2. Application will be processed and your salesperson or alternate contact will be notified of the outcome via voice or e-mail if further information is required or an approval has been issued.
3. An Alliance account manager will contact the customer to go over the Terms and Conditions of the approval as well as the pricing of the lease.
4. Alliance will then create the lease documents and send these either electronically, via courier, or via fax to the customer to be signed, and returned along with any other required documents or items as per the approval (e.g., VOID cheque). Note: Detailed instructions are always provided to the customer with the documents.
5. All documentation must be either faxed and/or couriered back to Alliance (as instructed) to be audited to make sure that all the required information has been provided.
6. Alliance will then fax a “Request For Invoice” (“RFI”) to your salesperson or order processing department. This RFI contains detailed instructions on how to properly make out the invoice for the transaction. At this time, the equipment can be delivered to the customer. Please note the following:
  - All invoices should be current-dated, contain serial numbers for all equipment listed, and should show GST only (except Quebec which should show GST/QST and the Atlantic provinces which show HST).
  - No Invoice should be issued if the equipment is not in stock, is backordered, or delivery will not occur for several days or weeks – in these cases, please issue invoice when equipment is shipped.
7. You will need to fax or email a copy of the invoice to Alliance Financing Group’s funding department at the time the equipment is delivered.
8. To complete the funding process Alliance’s funding partner will contact the customer to confirm that the equipment was delivered and the lease can now be commenced. Your company will receive payment in full approximately 48-72 hours from this point.

**For assistance contact your account manager at any time.**

## Module 3 – Benefits of Leasing for Your Company and Your Salespeople

### **3.1 Advantages of Leasing for Your Company and Your Salespeople**

#### **Eliminates Price Objections**

By offering your equipment on a monthly lease payment program, you eliminate price objection. It is easier to sell someone a payment of \$300.00 per month than a \$10,000.00 capital expenditure. You can break the monthly payment down on a daily cost basis to help justify the value of your product.

#### **Eliminates Discounting**

When you present a customer the cost of your equipment in a cash price basis, the customer will often try to negotiate a lower price therefore affecting your margins or gross profit. If you present a customer with a leasing price of \$300.00 per month the customer generally does not negotiate a lower monthly payment, therefore you maintain your desired margins or enhance them.

#### **Increased Sales**

Leasing enables you to increase your sales by offering more equipment for an extra few dollars per month. When you are trying to offer a customer the next model up or the model with the increased capacity or features, it is much easier to do it on a lease basis. Trying to sell someone an extra \$1,000.00 of enhancements is a lot easier by saying it is only an extra \$30.00 dollars per month or \$1.00 per day.

#### **Customer Control**

When you finally get the customer to the point of closing and the customer is willing to buy, you lose all momentum when the customer says, "I need to talk to my bank". You have just lost control, the customer now has an out or excuse not to buy. If you offer leasing, you maintain control by telling the customer that you offer the financing or leasing option and that you will take care of it. Once the customer has your equipment and is leasing it, you maintain control over the customer. If the customer wants to do something with the equipment that is on lease the customer has to contact you or us; which may offer you an opportunity for another sale. Had the customer paid cash they may not have to contact anyone to do something with their equipment therefore resulting a lost customer.

#### **Flexibility**

By offering leasing to your customer, you have the flexibility to offer many different terms and payment options to accommodate your customer. If you present your equipment on a \$300.00 per month program, and they say that is too expensive just extend the term a bit to reduce the payment to where the customer is comfortable, thereby closing your deal.

#### **Other Leasing Advantages**

Leasing offers other advantages as well. Leasing can also reduce your receivables and allow you to get paid quicker. Leasing can be classified as an operating expense therefore your customer does not have to have delays by getting capital expenditures approved. Leasing can help with uncovering unspoken objections. Leasing helps with multi product orders. Leasing creates a future prospect list and automatic upgrades. **To find out more about the many advantages that leasing has to offer you and your customer, please contact your Alliance Financing Group representative.**

## Module 4 – Benefits of Leasing for Customers

### 4.1 Advantages of Leasing for Your Customers

#### Why will your customers take advantage of the Leasing Program to acquire machinery and equipment?

It is estimated that over 80% of all businesses in North America use leasing to acquire some or all of their business equipment and machinery. Here are just some of the reasons why:

**FACT: Leasing helps your customer CONSERVE THEIR PRECIOUS WORKING CAPITAL**

Leasing lets your customer conserve your working capital, allowing them to use their cash for other purposes. Cash tied up in fixed assets is no longer available to finance important profit generating areas such as inventory, production, marketing, research and development, etc. There is an old business saying that goes: “Buy what appreciates, Lease what depreciates”.

**FACT: Leasing helps your customer PRESERVE THEIR EXISTING BANK CREDIT LINES**

All businesses have access to limited credit lines at their bank. Every business must keep their Operating Lines, Demand Loans, etc. within their bank’s total exposure limit. By using the leasing program, your customer is opening a brand new non-bank credit line – one that normally requires no down payments, and no outside collateral – while preserving their existing (and future) bank borrowing ability!

**FACT: Leasing provides your customer with EASIER BUDGETING**

Lease terms, payment streams and purchase options can be tailored to meet the customer’s budget. Special payment structures are also available to match the customer’s seasonal cash flow. In addition, because our leases are based on fixed rates your customer is not at risk due to interest rate fluctuations.

**FACT: Leasing can provide your customer with SIGNIFICANT TAX ADVANTAGES**

Leasing may provide certain tax benefits for Canadian businesses. Your customer should consult with their tax and legal advisors for advice on the potential tax benefits of leasing.

**FACT Leasing gives your customer MORE PURCHASING POWER**

Leasing can actually give your customer more purchasing power than when using either cash or bank loans! Here’s how: by purchasing equipment with cash or borrowed funds, sales taxes must be paid up front. For example if you had \$100,000 available cash or bank loan, you could only purchase approximately \$88,495 worth of software, as the other \$11,505 would go towards payment of taxes (assuming a total tax rate of 13%). With leasing, your customer could acquire the whole \$100,000 worth of equipment.... Taxes are only paid on the monthly payments! Also, if your customer used a bank loan, generally their bank will insist that they provide some equity into the transaction, in the form of a cash down payment.

**CREDIT CRITERIA and TYPES OF CUSTOMERS:**

The Alliance Leasing Program is available for all types of business customers, from small businesses to large multinational corporations. Rates, terms and conditions will be dependent on the customer’s time in business and credit profile. For newer businesses, or businesses with minimal credit history, Alliance may require additional information in order to secure credit approval, and may require support from the owner (as a co-lessee or guarantor) on the lease. For financing over \$30,000 we may require financial statements. Alliance Financing Group pledges that we will use our best efforts to approve each customer for the credit they need to acquire equipment and machinery from you.

**The Alliance Leasing Program is also available for public sector customers (ex. Municipalities, Universities, School Boards and Hospitals). Special rates, terms and structures are available for these types of customers. For further information, contact your Alliance Financing Group representative.**



## Module 5 – Closing the Sale

### 5.1 How to sell more equipment using leasing

1. **Always** quote monthly payments.
2. **Mention** the payment figure early in your sales presentation.
3. **Ask** about your prospect's monthly budget allowances early in the presentation.
4. **Quote** a payment, based on the term / structure that will best suit the customer's needs and budget.
5. **Reduce** the monthly payments to the lowest common denominator, i.e., Amount per Day ("Reduce to the Ridiculous" close).
6. **Use Leasing to increase the size of your sale.** For example, if the customer can afford to pay more each month, you will have the opportunity to sell additional or upgraded equipment. You can even build in the cost of a service contract "up-front".
7. **Use leasing to build repeat business.** (You can call the customer up later to upgrade, or use the "low monthly payments" to sell the customer additional equipment they might need.)
8. **Use leasing to close the sale.** Remember, it is far easier to "sell" low monthly payments than it is to get a commitment for a big-ticket piece of equipment with a big-ticket price tag! (Just look at all the vehicle advertisements in the media... payments sell!)
9. **Rely on Alliance.** Remember, Alliance Financing Group's professionals are there to help you with all aspects of the leasing process.

### 5.2 Top Five Lines to Introduce the availability of Leasing

Here are five very simple, *yet very effective* opening lines you can use to introduce the Leasing Plan to a prospective buyer.... And turn that prospect into a customer today:

1. We can lease the equipment to you for \$\_\_\_\_\_ per month. The process is really simple. To get started, we'll just need to get a one-page lease credit application filled out.
2. Why not consider Leasing? With our lease plan, you can get this equipment working for you NOW, and pay for it over time with a low monthly payment?
3. Did you know that we have a leasing program that lets you pay over a term that's anywhere from 24 months to 5 years? Let me work out some payments for you.
4. Do you currently lease any of your business equipment or machinery? We have an excellent lease plan. I'll be happy to work out some payments for you.
5. Many of our customers take advantage of our fixed rate leasing plans. Let me work out some payment structures for you.

**- GOOD SELLING-**

## Module 6 – How to Calculate Lease Payments

### 6.1 Calculate Payments Automatically using the spreadsheet calculator

The Alliance Lease Payment Calculator is a very handy tool that allows you to create a professional looking quotation for a customer – one that shows all the various payments and terms available. Here is how to use this tool:

#### (First Use)

1. Input your Company Name, your name and contact information
2. Now save the spreadsheet on your computer in a location where it is easy to find (ex. On your Desktop)

#### (Subsequent Use – to prepare quotes)

1. Open the spreadsheet
2. Input your customer's name and a brief description of the equipment (ex. 2 XWY Model 57 \_\_\_\_\_ machines)
3. Input the cost of the equipment and press "Enter". The will instantly calculate payments for all the available terms and types of leases (ex. \$10 buyout, 10% buyout)
4. Hit "Print" and the quotation will print – you can now give this or fax this to your customer
5. If your computer runs Adobe Acrobat Professional, you could Print to "Adobe PDF File" and then email the quote to your customer.

ALLIANCE Financing Group Inc.					
DEALER NAME:	Dealer company name here			Phone:	XXX XXX-XXXX
Representative Name:	Dealer Sales Rep Name Here			Fax:	XXX XXX-XXXX
Customer name:	INSERT CUSTOMER NAME HERE				
Equipment:	BRIEF EQUIPMENT LIST HERE				
LEASE PAYMENT CALCULATOR					
Equipment Cost	\$ 17,925.00 (Net of taxes)				
TERM / Rate Program	Monthly	Weekly	Daily	Hourly	Purchase Option
24 Months Established Business FMV	\$ 841.40	\$ 194.17	\$ 26.93	\$ 4.65	FMV
24 Months Established Business 10%	\$ 818.81	\$ 188.88	\$ 27.79	\$ 4.72	\$ 1,792.50
24 Months Established Business \$10	\$ 884.24	\$ 204.06	\$ 40.81	\$ 5.10	\$ 10.00
24 Months New Business 10%	\$ 889.38	\$ 208.62	\$ 40.12	\$ 5.02	\$ 1,792.50
24 Months New Business \$10	\$ 945.18	\$ 218.12	\$ 43.62	\$ 5.45	\$ 10.00
36 Months Established Business FMV	\$ 591.98	\$ 136.58	\$ 27.22	\$ 3.41	FMV
36 Months Established Business 10%	\$ 561.85	\$ 134.27	\$ 26.85	\$ 3.36	\$ 1,792.50
36 Months Established Business \$10	\$ 621.82	\$ 143.50	\$ 28.70	\$ 3.58	\$ 10.00
36 Months New Business 10%	\$ 636.52	\$ 146.88	\$ 29.38	\$ 3.67	\$ 1,792.50
36 Months New Business \$10	\$ 693.11	\$ 155.26	\$ 31.85	\$ 3.90	\$ 10.00
48 Months Established Business FMV	\$ 487.84	\$ 107.86	\$ 21.59	\$ 2.70	FMV
48 Months Established Business 10%	\$ 482.29	\$ 106.88	\$ 21.34	\$ 2.67	\$ 1,792.50
48 Months Established Business \$10	\$ 492.04	\$ 113.56	\$ 22.71	\$ 2.84	\$ 10.00
48 Months New Business 10%	\$ 522.16	\$ 120.50	\$ 24.10	\$ 3.01	\$ 1,792.50
48 Months New Business \$10	\$ 565.00	\$ 130.28	\$ 26.08	\$ 3.28	\$ 10.00
60 Months Established Business FMV	\$ 405.28	\$ 93.53	\$ 18.71	\$ 2.34	FMV
60 Months Established Business 10%	\$ 391.84	\$ 90.42	\$ 18.08	\$ 2.26	\$ 1,792.50
60 Months Established Business \$10	\$ 413.71	\$ 95.47	\$ 19.09	\$ 2.38	\$ 10.00
(60 Months New Business Not Available)					
Rate Program Definitions					
<b>Established:</b>	Lessee has generally been established for a minimum of three years with established credit.				
<b>New Business:</b>	Lessee has generally been established less than three years.				
Purchase Option Definitions					
<b>FMV</b>	Lessee may purchase the equipment for Fair Market Value ("FMV") at the end of the lease.				
<b>10%</b>	Lessee may purchase the equipment after the purchase option month of the lease for 10% of the original equipment cost OR continue to lease the equipment for the remaining months of the term and then purchase for FMV.				
<b>\$10</b>	Lessee may purchase the equipment for \$10 at the end of the lease.				
All leases and rates are subject to credit approval. Rates are subject to change. Payments are subject to applicable taxes.					
Why Lease?					
<b>Capital Conservation:</b> Leasing lets a company conserve its working capital, allowing it to allocate cash funds for other purposes. In addition, with a lease, Sales Tax and other taxes are <u>not paid up front</u> at the time an asset is acquired, but are remitted with the monthly payments over the term of the lease.					
<b>Credit Preservation:</b> All businesses have access to <u>limited credit lines at their bank</u> . Operating lines, demand loans, mortgages and other credit facilities must be kept within the bank's total exposure limit for that business. By using a leasing company to finance equipment and machinery acquisitions, a business is effectively opening <u>new credit lines</u> - credit lines which normally require no down payments and no outside collateral - while preserving a business' existing (and future) bank borrowing ability.					
<b>Budget Allocation:</b> Lease terms, payment streams and options can be tailored to meet most budgets. Skip leases, Step-Up or Step-Down payment leases are available to match a business' seasonal or anticipated cash flows.					
<b>Flexibility:</b> Our leasing program provides access to the widest range of financing options available today.					
<b>Total Solution:</b> Businesses can obtain virtually all types of equipment through leasing including computer hardware and software, heavy machinery, industrial equipment, office equipment and transportation equipment.					
<b>Tax Effective:</b> Leasing may provide certain tax benefits for a business. Consult your tax advisor for advice on the potential tax benefits of leasing.					
<b>Financial Efficiency:</b> The revenues generated from the use of new equipment can be used to pay the lease payments. Expenses are matched to the generated revenues - which is a sound business management principle.					
<b>The advantages of leasing equipment can be extensive. If you would like more information, please contact your representative today.</b>					
CONTACT: ALLIANCE FINANCING GROUP INC. Scott Hinsperger 1-877-660-3660 ext. 224 Email: <a href="mailto:scott@alliancefinancing.com">scott@alliancefinancing.com</a>					
Effective: 7.6.07					

## 6.2 Calculate Payments Manually using Rate Cards

**NOTE:** Rate Cards for the leasing program are part of the Alliance Lease Calculator spreadsheet. The cards are on separate worksheets (look for the Tabs at the bottom of the spreadsheet).

### How to Calculate the Payment:

- Step 1.** Use the correct Rate Card for the type of lease (ex. \$10 buyout or 10% buyout) and your customer's time in business.
- Step 2.** Take the cost of the equipment (before taxes) and find the correct row.
- Step 3.** Find the appropriate Rate Factor under the desired term.
- Step 4.** Multiply the Equipment Cost by the Rate Factor to get the Monthly Payment. (GST and PST (if applicable) will be added to the Monthly Payments)

### Example (Using the \$10 Buyout Lease Rate Card for a Customer 3 plus years in business):

Equipment Cost = **\$10,000.** (net cost - never include any taxes)

Find the Term = **36 months**

Find the "Factor" for that term and equipment cost = **.03495**

Multiply the Equipment Cost x the Factor: **\$10,000. x .03495 = \$349.50** per month plus taxes



Effective: 7/06/07

#### \$10 BUYOUT LEASE RATES

"A" Credit - Companies 3+ years in business.

	24 Months	36 Months	48 Months	60 Months
\$1,500 - \$2,499	0.05238	0.03756	0.03025	0.02593
\$2,500 - \$4,999	0.05142	0.03652	0.02913	0.02476
\$5,000 - \$9,999	0.05041	0.03569	0.02827	0.02388
\$10,000 - \$14,999	0.04991	0.03507	0.02781	0.02343
\$15,000 - \$19,999	0.04933	0.03469	0.02745	0.02308
\$20,000 - \$24,999	0.04856	0.03403	0.02689	0.02250
\$25,000 - \$49,999	0.04800	0.03360	0.02648	0.02217
\$50,000-\$100,000	0.04744	0.03318	0.02597	0.02169
\$100,000 +	Contact your Representative			
<b>Purchase Option</b>	\$10 at maturity	\$10 at maturity	\$10 at maturity	\$10 at maturity

"B" Credit - Companies less than 3 years in business.

	24 Months	36 Months	48 Months	60 Months
\$1,500 - \$2,499	0.05552	0.04102	0.03396	N/A
\$2,500 - \$4,999	0.05421	0.03957	0.03240	N/A
\$5,000 - \$9,999	0.05322	0.03885	0.03181	N/A
\$10,000 - \$14,999	0.05298	0.03867	0.03166	N/A
\$15,000 - \$19,999	0.05273	0.03850	0.03152	N/A
\$20,000 - \$24,999	0.05224	0.03814	0.03122	N/A
\$25,000 - \$49,999	0.05175	0.03778	0.03093	N/A
\$50,000 +	Contact your Representative			
<b>Purchase Option</b>	\$10 at maturity	\$10 at maturity	\$10 at maturity	\$10 at maturity

- All rate factors based on 1st and last payment in advance
- Rates are subject to credit approval
- Pre-authorized payments are required
- Rates are subject to change

Contact:

Scott Hinsperger 1-877-660-3660 ext. 224 Email: [scott@alliancefinancing.com](mailto:scott@alliancefinancing.com)

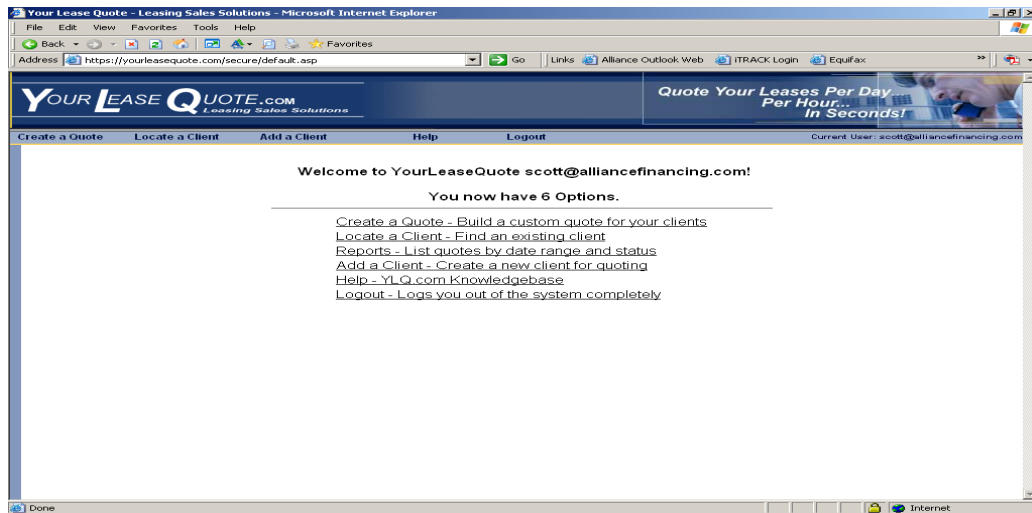
0

Fax all credit applications  
to  
1-877-660-3078

## 6.3 Using [www.YourLeaseQuote.com](http://www.YourLeaseQuote.com)

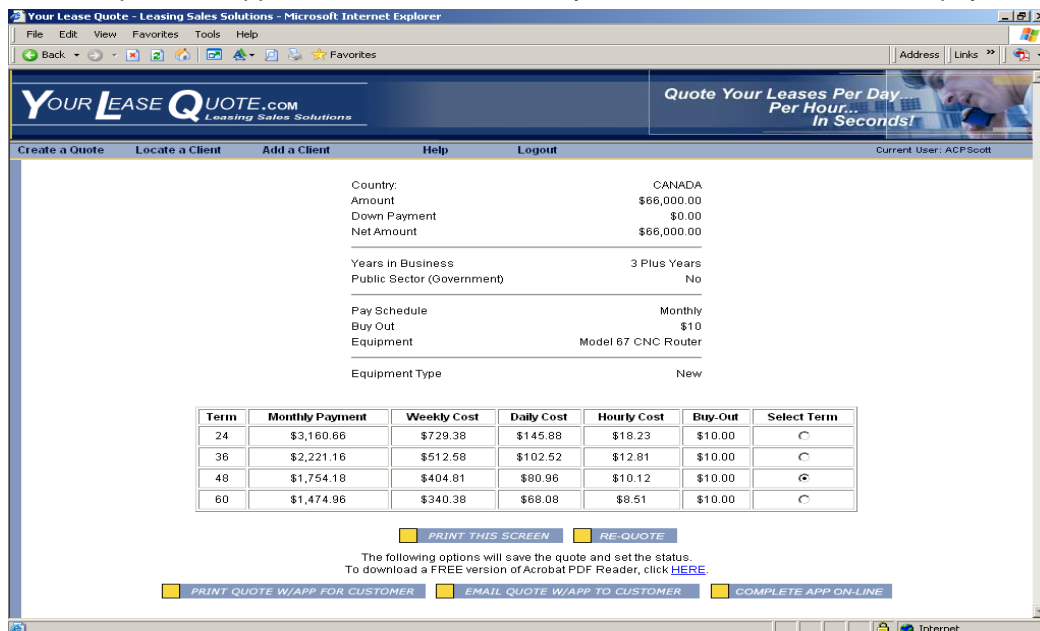
### Login

1. Go to [www.YourLeaseQuote.com](http://www.YourLeaseQuote.com)
2. Enter your Username (your email) and your Password



### First-Time Quote for a Customer:

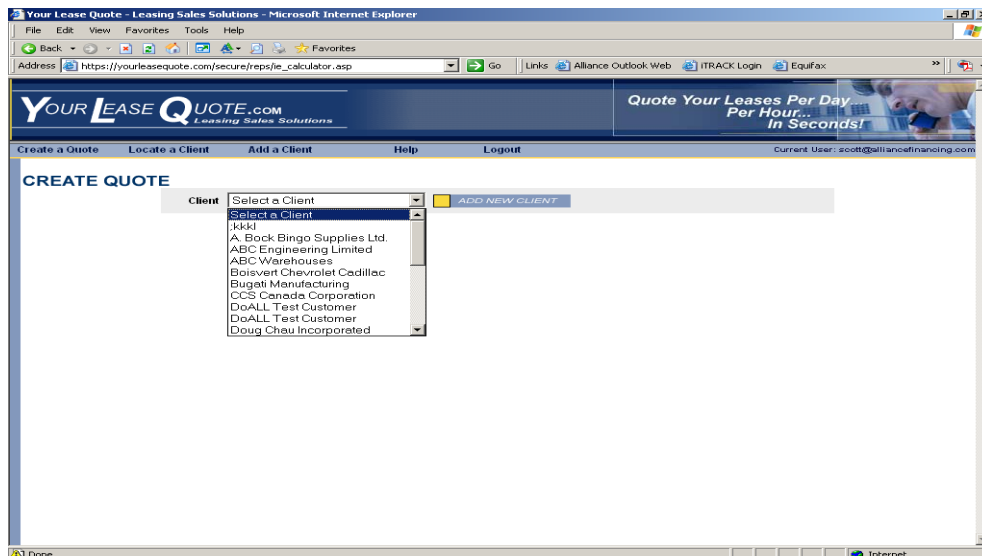
1. Select **“Add Client - Create a new client for quoting”**
2. Input the client’s information. Note: Although only a few required fields, you should input as much information as possible as most of this information will appear in the quote and also as pre-filled fields on the credit application.
3. Click **“Add Client”** to save this client's information. This client will now be saved in the system so that you can prepare one or more quotes for them.
4. The system will now display the quoting screen. Complete this section and click on **“Generate Quote”**.
5. The quote will appear on a new screen and you will see all of the available payments and lease terms.



6. You now have the following choices:
- “Print This Screen”** – simply prints the screen exactly as shown. This is in case you wish to keep a paper copy of the quotation.
  - “Re-Quote”** – allows you to change parameters (ex. Amount, Buyout Type) and prepare a new quote.
  - “Print Quote w/App for Customer”** – Selecting this button will create the Lease Quote, and a pre-populated Credit Application which you can then print and present to the client.
  - “Email Quote w/App to Customer”** – This is the best way to proceed. Selecting this button then brings up an email cover sheet, with the client’s email address and some basic wording (which you can edit). At this stage you will also be able to select a file to attach to the quote (ex. a brochure or other marketing materials). You can then select send, and the Lease Quotation and pre-populated Credit Application will be emailed to your client. Upon receipt the client can elect to print the quote and Credit Application, and complete and fax the Credit Application in for processing. Alternatively, the client has the choice of selecting a link within the email that will take them to our secure online credit site, where they can complete the Credit Application online.
  - “Complete App Online”** – Allows you to complete the credit application online on behalf of the client. You will need to select the appropriate term (right side of the quote table) and you will need to have the client’s legal name, address, and other credit information available.

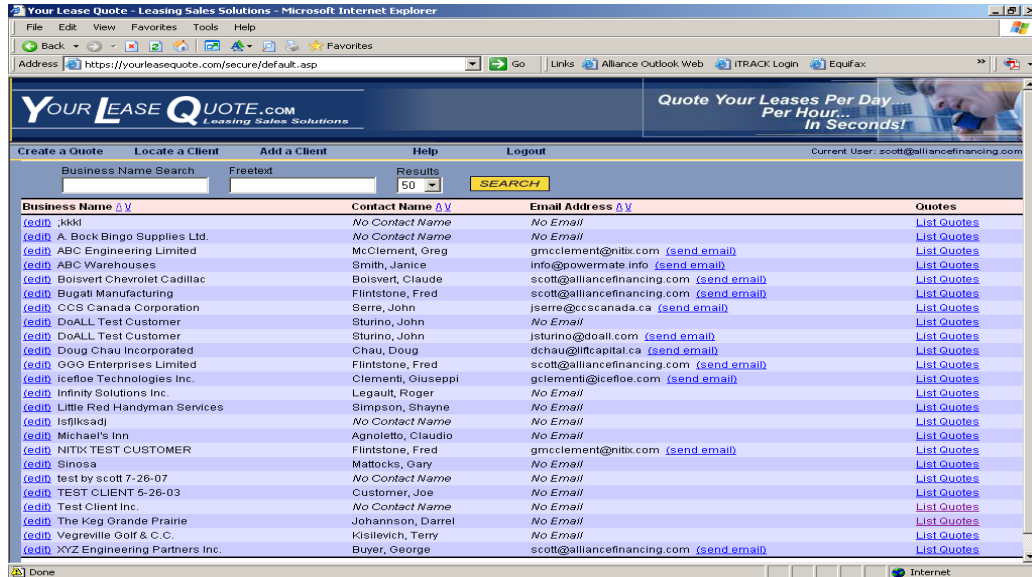
### New Quote for a Client that is already set up in the System

- On the main screen select **“Create a Quote – Build a custom quote for your clients”**
- Select the client from the drop-down list (the client must have already been input into the system – if the client’s name does not appear in the list, then select **“Add New Client”**).
- Complete steps 4 through 6 above.



## Finding Archived Quotes for Clients

1. On the main screen select “**Locate a Client**”. All of your clients will be listed. You can link to this client to update their information and you can also click on “**List Quotes**” to display previous quotes that you have prepared for this customer.



## Entering a Credit Application Online

1. Typically the CUSTOMER is the one who will complete the credit application online. They do this by clicking on a link that is contained within the email that goes out to them from the system (ie after you have created the quote, and then selected “**Email Quote w/App to Customer**”). Once the customer clicks on the link, their browser will take them to the section of the system where they can input their rest of their company information, and submit.
2. If you wish to assist your customer by completing the online application on their behalf, then first you will need to complete the process for creating a quote (or if you have already created the quote previously, then use the procedure above for “**Finding Archived Quotes for Clients**”).
3. Once you have created the quote (or found the old archived quote), here are the next steps:
  - a. **Select the Term** – click on the radio button to the right of the term that your customer wants.
  - b. **Complete the Application** – follow the steps to input all of the required data. Some fields are “Required Fields”, others are not required, however it is recommended that you complete these areas if possible as the more complete and accurate this data is, the faster the credit turnaround.
  - c. **Submit** – Click on “Submit”.

## Appendix 1: Leasing Program Knowledge Test

- 1. Leasing not available for the following types of customers:**
  - a) Corporations
  - b) Consumers (personal use)
  - c) Municipal Governments
  - d) Proprietorships
  
- 2. For a lease with a \$10 buyout at the end of the term, the longest term available is:**
  - a) 36 month
  - b) 60 month
  - c) 48 month
  - d) 52 month
  
- 3. When quoting a lease you never include the taxes in the equipment cost:**
  - a) True
  - b) False
  
- 4. The Alliance Leasing Program features the following benefits for your salespeople:**
  - a) Can help increase sales of equipment to customers
  - b) Can help to increase the size of the sale
  - c) Can help to build repeat business
  - d) Only a) and c) above
  - e) All of the above
  
- 5. The Lease Rates charged to the customer are dependent upon:**
  - a) The customer's time in business and credit strength
  - b) The customer's legal structure (ex. Corporation vs. Partnership)
  - c) The Province where the customer is located
  - d) The brand of the equipment that the customer selects
  
- 6. Referring to the Alliance Leasing Rate chart, which style of lease will have a lower monthly payment:**
  - a) \$10 buyout lease
  - b) 10% buyout lease
  - c) The amount of the buyout does not affect the monthly payment
  
- 7. If you (or your customer) have any questions about the Alliance Leasing Program you should contact:**
  - a) Your Alliance Financing Group representative
  - b) Your sales manager
  - c) Your district manager
  
- 8. 60 or 66 month terms are available for New Businesses:**
  - d) True
  - e) False

**9. We may require the business owner to act as Co-Lessee or Guarantor in the following situations:**

- a) The customer is a Corporation
- b) The customer is a service business
- c) The customer is a newer business or has minimal credit history
- d) The customer is located in Ontario or Manitoba

**10. The salesperson will be required to ask for the customer's financial statements in the following situations:**

- a) If the transaction is over \$50,000.
- b) For all transactions, regardless of size
- c) Only if requested by Alliance Financing Group
- d) Never – if financial statements are required, Alliance Financing Group will request them directly from the customer

**11. The Leasing Credit Application is:**

- a) One page long (paper version)
- b) Easy for the customer to complete
- c) Can be completed online at [www.alliancefinancing.com](http://www.alliancefinancing.com)
- d) All of the above

**12. When selling equipment, you should bring up the availability of leasing:**

- a) early in the sales presentation
- b) only after the customer asks you if leasing is available
- c) always
- d) never
- e) a) and c)

**13. The Alliance Leasing Plan can help your customer by giving them:**

- a) Ability to acquire more equipment than when paying with cash or a bank loan
- b) Possible income tax benefits
- c) Ability to preserve their existing bank credit lines
- d) Helps to preserve their working capital
- e) All of the above

**14. Can a Lease be cancelled by the customer?**

- a) Yes
- b) No

**15. The Alliance Leasing Plan can help your salesperson by:**

- a) Helps to eliminate price discounting
- b) Increasing equipment sales
- c) Helps to eliminate price objections
- d) All of the above



**16. Equipment can be delivered to the customer:**

- a) On the date that they complete the lease credit application
- b) On the date that the lease agreement is signed by the customer
- c) Once Alliance faxes or emails the Request For Invoice ("RFI") to the branch

**17. It is estimated that over \_\_\_\_\_% of all businesses in North America use leasing to acquire some or all of their business equipment and machinery:**

- a) 75%
- b) 50%
- c) 80%
- d) 30%

**18. The Alliance Leasing Program is also available for public sector customers (ex. Municipalities, Universities, School Boards and Hospitals):**

- a) True
- b) False

**19. Special rates, terms and structures are available for the above types of customers:**

- a) True
- b) False

**20. Your salespeople are encouraged to contact their Alliance Financing Group account manager in the following situations:**

- a) To get help in preparing or presenting a quotation for leasing
- b) Any time they or their customer has a question
- c) For current copies of rate cards, marketing materials, credit applications etc
- d) All of the above
- e) Only a) or c)