

**Mesa Leasing
leases the following
types of equipment
(new or used)**

- Construction Equipment
- Exercise Equipment
- Salons / Tanning Equipment
- Test Instrumentation
- Tow Trucks
- Trailers
- Used Peterbuilt Trucks
- Used Machine Tools
- Woodworking Equipment
- Video Equipment

Famous Quote

"Well done is better
than well said."

Benjamin Franklin
(1706-1790)

**Top Leasing Brokers
First 9 Months
(alphabetical order)**

Capital Solutions

Innovative Lease Services

Lease2Loan

Marvel Enterprises

Stanton Leasing

Using Lessee's Line of Credit At His Bank Is Not Always The Best Deal

Leasing with your own bank uses up your credit line

It comes as an untimely surprise to many business people when the available cash they've been counting on through their bank credit line is reduced by the amount of equipment leases they've done with the bank's leasing department. Because commercial credit and leasing are frequently different departments within the bank, it's easy to assume that the commitments made by each are separate and cumulative.

That's rarely the case. That's also increasingly why successful money managers plan ahead and establish multiple, unre-

lated credit sources, turning to independent, non-bank leasing companies for their equipment needs. Their bank has a credit limit that they'll extend to them and typically whatever they do with them counts towards it - whether it's short term cash borrowing or long term leasing. To be sure to have cash available quickly when they need it, you shouldn't tie that credit line up in leasing fixed assets. They should turn to independent leasing specialists and keep their money in the bank.



Compensating balances increase interest cost

Many businesses are lured by seemingly unbeatable rates to bank leasing plans as part of an overall banking plan. But if any part of that plan includes minimum or compensating balances in any other account, it's may not be as good as it seems. The promise of any kind of financing at prime rate is always flattering. But for a \$50,000 package with as little as \$2,000 required to be kept in any related account, the actual rate can be as much as 2% over prime! Think about the whole package.

(Information gathered from a presentation by Gerry Egan, President of TecSource and former President of the NAELB.)

New Requirement for "DBAs"

According to our sources, it is now a requirement that we collect and verify the fictitious names of the businesses we are working with. This is according to the requirements of the new Patriotic Act. Therefore all new applications will have to include a copy of the filing made

for a fictitious business name. Well, you might say because the checking account has the company name on it, and the bank requires a copy of it to have it on the account, that the copy of the checking account statement should be adequate. No! We need the filing to

prove ownership, not that it was filed. All owners involved with the business will be required to sign the lease. If your customer has not filed a fictitious business application, Mesa Leasing can help them navigate through the application process.

Adding Value—What is it and how do I do it? (Part 3)

Be an advocate for your lessee.... How? It's actually quite simple.

In the past several years, how many funding sources have you seen go out of business? The strength you bring to the table is your knowledge of your customer base in your territory. Do what's in the best interest of your lessee. Not you! And not the Funding Source! Them!

First, listen to your customer's needs. Fully qualify the customer as to the business and their specific situation. It's hard to develop a solution when you haven't identified the problem.



How do I Add Value in Leasing?

Having developed a solution and closed the lessee, you're done. Right? Wrong!

Using programs like Act! Or Goldmine allow you to follow up with the lessee on a regular basis. How's business doing? Is the lessee looking for additional equipment? Does he know anyone else looking for equipment? How about sending the lessee a birthday card every year?

As the lease nears its end, take the time to follow up and let the customer know the lease is about to end. You may

also remind them of the final buyout. Keep the lessee from having to pay additional lease payments.

Now you're done, right? Wrong!

Send your customer a thank you letter for having completed their lease. It's also a good opportunity to ask for more business. Who knows? You might have to start the process all over.

Someone once said: "The easiest person to sell is the person you're already selling to."

Famous Broker Quote:
 Why can't you approve him?
 He's a nice guy!
 (And we know all "nice" guys pay their bills, right?)

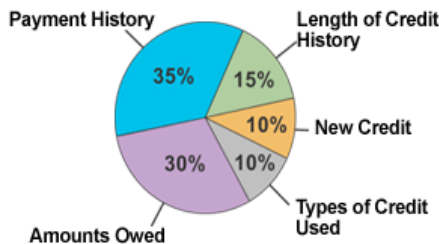
How is my FICO Score determined?

Your credit score is a number based on the information in your credit file that shows how likely you are to pay a loan back on time - the higher your score, the less risk you represent. Your FICO score helps a lender determine whether you qualify for a loan and what interest rate you'll pay.

FICO Scores are calculated from a lot of different credit data in your credit report. This data can be grouped into five categories as shown in the graph. The percentages in the chart reflect how important each of the categories

is in determining your score.

Your FICO score is the numeric representation of your financial responsibility, based on your credit history. Based on a scale of 300 -850, there are



three FICO® Scores - one from each national credit bureau. These three FICO® Scores are the measure that most lenders will look at when evaluating credit or loan applications

Everyone should review their credit report from each credit reporting agency at least once a year - especially before making a large purchase, such as a house or car.

Check out <http://www.myfico.com> for more information about FICO scores.

Help Your Vendor Close that Deal!

It's hard to compete with all the deals being offered. Offers include: manufacturer financing at 0%, subsidized leases that appear to be 0% financing, and some vendors even have in house leasing programs. How do you compete?

It's easy! Not everyone can qualify for these "A" type financing options. That's where you the leasing broker come in. For every turndown, have your vendor review the following 6 questions with the customer:

1. Is the customer a homeowner?
2. Will the equipment be located & used in California?
3. Have all tax liens and civil judgments been satisfied?
4. Has it been at least one year since any bankruptcy filing?
5. Does the lessee have other equipment that can be used as additional collateral?
6. Does the customer agree to our lease payment?

If you can answer "YES" to each question, there's a good chance Mesa Leasing can help you, help your vendor close that sale.

Famous Quote
 "There is no point at which you can say, 'Well, I'm successful now. I might as well take a nap.'"
 Carrie Fisher