

MESA LEASING, INC.

*Structuring Leases for
Businesses in California
since 1985*

January 2004

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

- [Construction Equipment](#)
- Exercise Equipment
- [Salons / Tanning Equipment](#)
- Test Instrumentation
- [Dump Trucks](#)
- Trailers
- [Used Peterbuilt Trucks](#)
- Used Machine Tools
- [Woodworking Equipment](#)
- Video Equipment

PUT IT ON YOUR CALENDAR:

**NAELB National
Conference
Las Vegas, NV
April 29, 2004**

**Plan to visit Our
Hospitality Suite**

Top Leasing Brokers Fiscal Year 2003 (alphabetical order)

Stanton Leasing
Top Broker 2003

Capital Solutions

Innovative Lease Services

Marvel Enterprises

Synder Leasing

USEFUL WEBSITES ON THE INTERNET

The internet has become a useful tool with unlimited amounts of information. Too many websites focus on adding "content" with streaming video, graphics, and links to their friends.

But if you think of the internet as being another library (just bigger), there is more information available to you than you will ever need. With all of this information, your job is so much easier. Now the information you provide to your funding sources can be complete and accurate thereby getting you faster approvals.

Here are some sites we thought you might be interested in:

**Better Business Bureau of
San Diego &
Imperial Counties**
<http://www.sandiego.bbb.org/>

**California City & County
Sales & Use Tax Rates**
<http://www.boe.ca.gov/cgi-bin/rates.cgi>

**California Department of
Corporations**
<http://kepler.ss.ca.gov/list.html>

Equipment for Sale – useful for determining the value of collateral

Equipment Trader
<http://www.equipmenttraderonline.com/>
Machinery Trader
<http://www.machinerytrader.com/>
Truck Trader
<http://www.trucktraderonline.com/>
Industrial Machinery & Equipment
<http://www.surplusrecord.com/>

Woodworking Equipment
<http://www.woodquip.com/index.asp>

Phone Search Engines

Switchboard
<http://www.switchboard.com/>
Any Who
<http://www.anywho.com/>

Fictitious Business Names (by County)

San Diego
<http://arcc.co.san-diego.ca.us/services/fbn/>
Orange County
<http://cr.ocgov.com/fbn/index.asp>
Los Angeles
<http://regrec.co.la.ca.us/fbn/fbn.cfm>
San Bernadino
<http://www.co.san-bernardino.ca.us/acr/fbninfo.htm>

Merriam-Webster Dictionary
<http://www.m-w.com/netdict.htm>

Zip Code Lookup
<http://www.usps.com/zip4/>

Information is only useful if shared. If you have a website you have found valuable, or even just interesting, send it to me and I will share it with everyone else.

Information is Power!

NEW RATE CHART

You should have received the new rate sheet from us recently. If you did not or someone took yours, let me know. I can either send you a new one or even email it to you.

The newest change is the lease payments collected up front. In the past, the standard practice was to collect the

first and last payment. The problem is we have so many lessees incurring late fees or default charges, that we are having a difficult time collecting them. So here's the new policy.

Mesa Leasing will collect the first month's payment and a "security deposit" equal to one month's payment. The

lessee pays the same amount as before. But if they are lax in paying their late fees, it will simply be deducted from the security deposit. If there are no late fees, this deposit might be considered for the last payment.

We're looking forward to a great 2004!

Adding Value - Marketing Your Services To Your Lessees

There's an old expression that goes: "Marketing the world's second oldest profession—with a few less morals!"

Today our mailbox is stuffed full of unwanted mail. Our faxes get offers for copiers daily. And then there's all the "spam" we get in our email. With all the unwanted information coming at us, and our prospective lessees, how can you insure your message is received?

Many of us make use of "snail mail" and often generate a mailing to prospective lessees. Hopefully your existing customers are on that mail list. The easiest person to sell to is the person we're selling to. If you visit the U.S. postal web site (<http://www.usps.com>),

they have some helpful hints in making sure your mailer is successful in generating the response you want. The following information is from this web site:

12 Secrets to Getting More Response from Your Mail

Everything from simple letters and postcards to complex brochures has been sent with the idea of building business.

- Highlight an offer
- Emphasize **benefits**, not features
- Put a P.S. on the letter
- Make it personal
- Mail frequently—not just once!
- Put in a business reply card—especially if your calling for action

- Start a club—Lessee of the Month???
- Add a fragrance—just beware of some allergies your clients may have.
- Add a free gift to the envelope - a \$1 bill to respond to a survey
- Change the size of the mailing
- Tell people what you want them to do
- Tie in with a timely product

You might also consider changing the way you mail the envelope. With a special targeted mailing, use Priority Mail instead of First Class. The cost is significantly higher (\$3.80 vs \$0.37) but everyone opens a priority mail envelope to read what's inside. The message is up to you.

P.S. For more information on small business mailings and how you can be more effective, visit the US Postal Service web site!

TIME TO UPDATE YOUR WEB SITE

When was the last time you looked at your web site? Is the information the latest available? Is your address and phone numbers correct or have you moved recently? Start the new year off right and go look at it. Make sure the information you want available is correct.

While you're at it, take another look at the design. Is it easy to navigate? Can someone visiting your website find what they need quickly and easily? Is your contact information on the very first page? Why make your customer go looking for information. Put it out in front

where it needs to be.

Has your target audience changed since you developed the web site? Are you now calling on a different market? Is your web site designed to attract lessees or funders—big difference. Do you make good use of graphics to get your message across? Have any testimonials? Use them! Do you promote membership in the trade associations to which you belong?

Then it's time to update your web site! Start the new year right.

SCHEDULE FOR SAN DIEGO BROKER LUNCHEONS FOR 2004

Put these dates on your calendar for San Diego Broker luncheons:

January 7	February 4
March 3	April 7
May 5	June 2
July 7	August 4
September 1	October 6
November 3	December 1

Locations to be announced monthly!

WHO SAID THERE'S NO SUCH THING AS A FREE LUNCH?

Mesa Leasing has been sponsoring a lunch meeting for San Diego Leasing Brokers for over a year. Last month, our meeting had 19 attendees. While the majority of our meeting is simply an opportunity to meet and socialize, we often get into discussions about what's going on in the industry. This has worked so well, we've decided to expand.

Mesa Leasing will begin sponsoring the same type of lunch meetings—but in Orange County. We plan to also spon-

sor lunches in the LA / Ventura County area. I sent out a letter to over 80 Leasing Brokers in the area and the response was just great. So many people responded that we decided the area could support 2 meetings—not to mention no one wanted to spend 2 to 3 hours just to drive for a free lunch.

Letters will go out as well as email messages about our first meeting in Orange County. The meeting is scheduled for January 21, 2004. The location is yet to be decided. And while the

meetings are open to anyone in the leasing industry, reservations are required as seats may be limited. Hope to see you there!

