

MESA LEASING, INC.

*Structuring Leases for
Businesses in California
since 1985*

4180 Ruffin Road, Suite 205 San Diego, CA 92123

July 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
- Printing Presses
- Auto Repair Equipment

EFFECTIVE ENTREPRENEURIAL MARKETING

Notes from a presentation by Linda Kester with the Institute for Personal Development

If you did not go to the recent NAELB conference in Las Vegas, you missed one session designed to help each of us "attract more leases". Linda spoke of the core of Marketing being an ability to communicate the value of what you offer to those could specifically benefit the most. To do so, you must "Develop a Core Marketing Message"

This message should answer 5 questions related to you:

1. Who is your target market? Vendors? Lessees? Perhaps it's a specific industry like Construction? Or maybe you simply identify your market by territory as we do. Mesa Leasing only structures leases in California.

2. What problem does your market have that would make them seek out your personal assistance? Again in our case, it's the fact that we're open to structuring leases for those unable to get approved by the traditional funding sources.

3. What solutions do you offer? Is it a service? Access to information or funding sources? Perhaps you offer training for your vendors to understand leasing. Mesa Leasing structures leases with additional forms of collateral to provide approvals to those turned down by most everyone.

4. Can you prove it? Have testimonial evidence and references to show your vendor you are capable of meeting their needs.

5. What makes you different? Be prepared to answer the questions as to why someone should work with you. Maybe it's as simple as the fact that you are a "CLP". Maybe you are a "licensed broker". Mesa Leasing is different because we provide solutions quickly. And then follow through with a process designed to get the lessee closed quickly.

Put together and develop a core marketing message that defines who you are, what you do, and how well you do it. Then take advantage of the six core promotional strategies designed to get your message in the hands of the people who need it. But that's a discussion for our next newsletter. Have a great week!

**PUT IT ON YOUR
CALENDAR:**

**NAELB Regional
Conference
Irvine, CA
Hilton Hotel**

Sept 10 & 11, 2004

MESA LEASING - TOP BROKERS

Mesa Leasing is proud to acknowledge the contributions made by the following companies to our outstanding year so far in 2004.

- | | |
|-----------------------------------|-----------------------------|
| 21st Century Leasing, Inc. | Bach Business |
| Capital Solutions | Capital West Funding |
| Citation Financial | Pacifica Capital |
| Quail Financial Corp. | Quality Financial |
| Snyder Leasing | Stanton Leasing |

MEET LAUREN MACDONALD

Lauren is our newest, and youngest, employee. She joined Mesa Leasing last month and is already handling many of our daily tasks.

In addition to organizing the incoming mail, Lauren is also responsible for making sure all the insurance policies of



our lessees are current. Lauren is also responsible for making the first phone call when a payment is overdue.

If no response, she gets Jeff involved - and we all know we don't want Jeff to have to make those calls.

Say "Hi!" next time you call.

TINY BITS OF WISDOM

Want to make your customers feel important? Focus on answering your phone on the very first ring—every time!

Want to make your customers and vendors feel really important? Return every phone call promptly - especially the ones you don't want to, or you know that are going to be problems.

What is "it" you sell? You don't sell Service. You provide Service. You don't sell Money. You provide Access to money. What you sell is:

CUSTOMER SATISFACTION!

Customer Loyalty does not come from effective marketing. It does not come

from the "10 Easy Steps to Selling". It comes from the sacrifices you are willing to make to serve your customers.

Having trouble fitting a 28 hour schedule into a 24 hour day? Try setting aside 15 minutes to plan your day. It will save you many times over during the day.



Feeling stressed out? Can't afford to take a vacation. Take up reading as a hobby. Someone told me a long time ago, "Reading is a vacation!"

The book you don't read won't help!

Practice what you preach! Walk the talk! Both mean the same. Adhere to the principles of Honesty, Integrity, and Trustworthiness! (HIT!)

Don't bribe your customers or vendors. **SERVE THEM!**

Develop a "Key Client" Plan that focuses on developing business from the 20% of your clients that provide you with 80% of your income. The 80 / 20 rule really does work!

UNDERSTANDING FINANCIALS

Mesa Leasing will be sponsoring an upcoming training session being presented by Bob Teichman. Bob has a one day seminar designed to help each of us understand the financial reports we are obligated to collect from various lessees.

He then helps us to understand the relationship between these financial reports and the tax returns filed with the government. By better understanding this information, we become better brokers - and partners - with our funding sources.

Currently the training session is sched-

uled for July 21, 2004 at Humphrey's restaurant in La Jolla. Seating is limited to 20 people and is filling up fast (if not sold out already).

The cost is minimal - \$250 (including lunch), and can easily return this investment on your first lease.

Bob is an NAELB member and has presented many times at the national NAELB conferences. Mesa Leasing is proud to be sponsoring one of his training classes.

SCHEDULE FOR BROKER LUNCHEONS FOR 2004

San Diego

July 7	August 4
September 1	October 6
November 3	December 1

Orange County

July 14	October 13
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From:
The Treasury of Quotes
By
Jim Rohn

If you make a sale, you make a living.

If you make an investment of time and good service in a customer, you can make a fortune.

MISSING IN ACTION

While working on an application from a broker recently, I came across a situation you should know about.

When the application was submitted, the package included a credit report that the broker had run. The information was produced by Experian. As a matter of process, Mesa Leasing always runs its own credit report prior to funding an application.

When we ran a credit report, we found:

1. Tax liens listed that were not on the

report submitted by the broker.

2. As expected, the credit score was somewhat reduced - 30 points.
3. There was also some other information that was not on the broker's report.

The fault was not with the broker but the lack of consistent reporting on the part of the credit agency. That's why, given that it only cost \$6.00 to run a report from all 3 credit agencies, we always run our own report before funding every lease.