

LOGIC OF LEASING

LEASE vs. CASH PURCHASE vs. BANK LOAN

What method is right for your customers... *and most profitable for you?*

| CAN MY CUSTOMERS... | LEASE FINANCING | CASH PURCHASE | BANK LOAN |
|---|------------------------|----------------------|---|
| acquire equipment without a substantial cash outlay? | YES | NO | NO. Most banks require a large down payment. |
| upgrade or add equipment without difficulty? | YES | NO | NO. Most banks require reapplication for another loan. |
| match payments to their current cash flow? | YES | NO | NO |
| avoid affecting their bank lines of credit? | YES | N/A | NO. In fact, they will be affecting it a great deal. |
| delay payments until after the equipment begins to pay off? | YES | NO | NO. Payment required right away. |
| get approval for financing in one day? | YES | N/A | NO. It could take days or even weeks. |
| deduct all or most of the monthly payments from their taxable income? | YES | N/A | NO |

Help your customers say YES to leasing! It's economical and flexible, and puts fewer demands on their cash flow. And it helps you increase sales!

For information, call
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