



Capital Resources, LLC

Number One in Equipment Leasing & Finance

The Fastest, Easiest Way to Close More Sales

Capital Resources, LLC
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www.cr-ny.com

Capital Resources, LLC

Vendor Services

Keep You Ahead

■ Get the Power You Need to Keep You Ahead of the Competition

Finding the right solution

In today's competitive marketplace, manufacturers and dealers need more than just a funding source for financing their products. They need a company capable of providing powerful and creative solutions.

Offering convenient leasing terms is a proven way to demonstrate the affordability of your products. Showing your customer how to generate immediate profits or cost-savings through the use of your products, helps to overcome common price objections.

Successful sales organizations use the power of leasing to increase profitability in every proposal by breaking down the sales price into easy to manage monthly payments. This approach preserves profit margins by eliminating the need to offer discounts or extended terms. Also, by eliminating price objections, you shorten your sales cycle which results in increased volume over the long term.

Most importantly, by offering leasing as an additional value added service, you improve customer satisfaction and create strong customer loyalty. Loyalty that helps to ensure future repeat business.

The right partner can make all the difference

For companies seeking an experienced financial partner, Capital Resources is the logical choice.

Capital Resources is a fast growing, independent equipment leasing company specializing in providing custom solutions for growing businesses. Working together with you, Capital Resources structures leasing options tailored

specifically to your customers' needs and provides a means to expedite the acquisition process. Capital Resources brings together its financial strength and a broad array of leasing alternatives with the objective of remaining a long-term financing partner for both you and your client.

Capital Resources' representatives work closely with you to meet your marketing objectives, while providing first-rate support and satisfaction.





Program Features

■ Incorporate these program features into your marketing strategy and watch your sales grow:

Dedicated Account Management

Our representatives have expertise in the ability to structure and implement financing programs tailored to the unique needs of your customers.

Online Services

Capital Resources' exclusive online transaction processing system provides immediate access to account status and superior reporting.

Private and Co-Label Programs

Highlight the added value of providing specialized customer financing or a co-label program, funded and administered by Capital Resources.

Application Only Programs to \$75,000

Capital Resources provides liberal credit amounts to established businesses through a streamlined order process, eliminating the need for additional paperwork and delay.

Joint Marketing Programs

We can formulate specific co-op marketing and promotional campaigns centered on the affordability of your products.

Trade Show Support

Capital Resources provides trade show support through integrated promotions and on-site staff.

Lease Training and Support

Our Key Account Executives are available to train your sales team at your location.

Leasing Provides Customers With These Important Benefits

100% Financing

100% Financing.

Unlike conventional financing that may require a down payment as much as 20%, leasing requires only a small advance rental. Installation, delivery, and other soft costs may also be included in the lease.

Flexible Terms

Flexible Terms.

Your customers may choose from a variety of payment alternatives and purchase options. Including graduated payment plans, seasonal plans, or deferred payments.

Easy to Budget

Easy to Budget Payments.

Lease payments are fixed over the term, eliminating any uncertainty about the future costs of the equipment.

Conservation

Conservation of Capital.

Leasing helps organizations preserve existing capital. Thereby retaining funds to be used in profit-generating activities.

Tax Benefits

Provides Tax Benefits.

Monthly payments are often fully deductible for tax purposes, resulting in a lower after-tax cost than conventional financing.

Preserving

Preserving Existing Credit.

A Capital Resources' lease allows your customers' existing credit lines to remain intact for other borrowing.