



TOWARD INCREASING YOUR BOTTOM LINE

The value of a dollar has sure changed since I was a child. I remember going to the store for a loaf of bread with just a quarter and returning home with change! Now there are so many kinds and brands and we have to consider the nutritional value as well as the price because better nutrition could help us live longer, or at least live healthier and with a better quality of life.

Free enterprise creates multiple options to choose from, but making the right decision, while avoiding information overload can be difficult. When it comes to spending business or personal money, especially significant amounts of money, we must take a long close look. In a world where our worth is measured by how much we have in the bank, what we own and how regularly we pay our bills, the bottom line means getting the greatest return on our time and money.

At **LEASE \$MART**, we focus on that one thought, not just for ourselves but also for our clients and our customers. It is our desire to share the benefit of our resources and experience with you. Without you we do not exist. We succeed by helping our clients and customers succeed. As we grow through

progress and change, we expect that this maxim will remain constant.

Vendors: If you haven't been consistently quoting leasing to your prospects, we can show you how to dramatically increase your sales by making it easy for your customers to acquire your systems. We can even show you how to dig into those old prospect files and breathe new life into them, increasing your bottom line.

Lessees: Our lease programs allow you to start earning a positive cash flow from your

How much time off do small business owners take each year?			
1 week	18%	4 weeks	13%
2 weeks	25%	5 weeks +	7%
3 weeks	15%	NO vacation	22%
(Source: 1991 MasterCard Business Card Annual Small Business Survey)			

equipment acquisitions right away! We can approve most companies for up to \$25,000 in just 1 day without financial statements. We back up our lowest rate guarantee with a promise to pay you \$50.00 if we can't beat any

competitor's approval.

Any complete description of "what we do" must include "making business Pleasant, Professional and Profitable" for our vendors and lessees. What more could you want? By working together, we can increase all of our bottom lines.

By Judy Steinmeyer

OFFICE PAPER RECYCLING

Several months ago, we started an office paper recycling program. It was easy to create. We separate our waste paper into 2 or 3 basic types: White, Color & Computer. These types correspond with the various pricing schedules from the recycling firm which buys our paper. (We have an additional category: "To Be Shred," which includes credit reports, financial statements and other sensitive materials.) Our shredded paper is then used by one of our clients as packing material, getting double duty out of it.) We labeled 3 different boxes for our paper types and lay the paper in them flat to maximize storage efficiency.

We found out you can't go into a recycling program expecting to find great riches in your trash. We sold 67 lbs of white paper and 7 lbs of colored paper and netted only \$1.05 for our efforts. We won't wait around for a receipt next time! But it feels good knowing we are saving a tree and valuable landfill space.

A free booklet explains why recycling makes sense, how to get your own program started and other ideas. For a copy, write to National Office Paper Recycling Project, U.S. Conference of Mayors, 1620 I Street, NW, 4th Floor, Washington, D.C., 20006. Ask for the "Office Paper Recycling Guide".

ANOTHER CONTEST WINNER!

Congratulations and a honey hive lease to Jane Clausen of Armando's Skora Shoe Findings! She was the first person to tell us she had seen our outdoor advertising at Broadway and Euclid.

In Volume 6 of SMART NEWS, we invited you to call us with the location of one of our outdoor advertising signs. We have other locations still to be reported to us. We are awarding honey hive leases to the first person to call in and exactly identify one of the other locations.

TAX EXEMPT EQUIPMENT / TAX EXEMPT BUSINESSES

Did you know that certain types of equipment are exempt from sales and use taxes? Exemptions include equipment used in manufacturing or processing, mining, and electric power generation, but there are in the rules. For example, bakery equipment qualifies as exempt, but not restaurant equipment. A computer used to create typeset qualifies, but the computer which handles office duties for the typesetting business doesn't. Manufacturing can include engineering and packaging equipment, but not equipment used in research.

Certain "Qualifying Health

Care Organizations" are exempt from sales and use taxes. (Non-profit organizations are not automatically exempt from sales tax on their purchase or lease acquisitions.)

We try to help our clients and customers to minimize taxes whenever possible. When necessary, we contact the various taxing authorities to obtain specific rulings. We will assist any business which

wishes to clarify a possible tax exemption. The savings can be up to 7% or more; well worth looking into.

*He who has a thing to sell,
and goes and whispers in a well,
is not so apt to get the dollars
as he who climbs a tree and hollers.*

W.A.E.L. STANDARDS OF PROFESSIONAL PRACTICE

As a member of the Western Association of Equipment Lessors, we acknowledge that the equipment leasing industry has evolved over the years to serve the needs of businesses, large and small, in acquiring the use of capital goods; and that despite a wide diversity of interest, there are certain fundamental standards of practice which should serve as guiding principals for all engaged in the industry. Acceptance of the following W.A.E.L. Standards of Professional Practice is a requirement of membership in the Association that we accept and endorse.

- 1) WE WILL AT ALL TIMES CONDUCT OUR ACTIVITIES WITH INTEGRITY, DIGNITY AND PROFESSIONALISM AND WILL ENCOURAGE SUCH CONDUCT BY OTHERS IN THE LEASING INDUSTRY.
- 2) WE WILL ACT WITH COMPETENCE AND STRIVE TO CONTINUALLY MAINTAIN AND IMPROVE OUR PROFESSIONAL JUDGEMENT THROUGH PARTICIPATION IN ASSOCIATION ACTIVITIES.
- 3) WE WILL MAINTAIN RESPECT FOR KEEN COMPETITION AND FOR ALL COMPETITORS AND WILL SEEK NO UNFAIR ADVANTAGE BY DISHONEST OR UNETHICAL MEANS.
- 4) WE WILL ADHERE TO THE PRINCIPALS OF CONFIDENTIALITY AND ACCURACY OF INQUIRIES AND REPLIES IN ALL EXCHANGES OF FINANCIAL AND CREDIT INFORMATION.
- 5) WE WILL TREAT IN A FIDUCIARY CAPACITY ALL FUNDS RECEIVED IN THAT CAPACITY.
- 6) WE WILL AT ALL TIMES ADHERE TO THE SPECIFIC TERMS OF OUR FUNDING COMMITMENTS, COMMISSION AGREEMENTS, AND/OR PURCHASE ORDERS.
- 7) WE WILL NOT MAKE PAYMENTS DIRECTLY TO EMPLOYEES OF A VENDOR OR OTHER BUSINESS SOURCE WITHOUT THAT COMPANY'S KNOWLEDGE.
- 8) WE WILL NEVER KNOWINGLY MAKE FALSE OR MISLEADING STATEMENTS OR WITHHOLD INFORMATION VITAL TO AN INTELLIGENT BUSINESS DECISION, AND WILL CORRECTLY REPRESENT OUR RELATIONSHIPS WITH ALL PARTIES TO THE LEASE.
- 9) WE WILL NOT SIMULTANEOUSLY SEEK COMMITMENTS FROM MORE THAN ONE FUNDING SOURCE WITHOUT REVEALING THAT ACTION.

PRE-APPROVED LEASE LINES

If you are contemplating acquisition of business equipment and wish to be pre-approved, we are glad to assist. Most businesses can be pre-approved for up to \$25,000 without charge or obligation. Businesses which are established for less than 2 years may be required to pay a small application fee to offset our processing and investigation costs. Pre-approvals are generally valid for up to 90 days, and can be used for any leasable equipment with very few restrictions.

REGULATION "B"

Federal law requires that a creditor who denies credit to a business applicant (or who counter-offers under substantially different terms which are not accepted by the applicant) must provide, within 30 days, a notice of "adverse action" to the applicant, stating the specific reasons for non-approval of the credit request. The statement must give the applicant a disclosure of the applicant's right to a statement of specific reasons for credit decline or modification of terms. The law also requires that an application for business credit, and all related information gathered in relation to that application, must be maintained by the creditor for a period of at least 12 months after the date the applicant is notified of adverse action.

LEASE SMART complies with the law by providing a written statement of reasons to all applicants which are declined or whose terms are substantially modified. If your business provides credit to others and occasionally declines applications for business credit, we will be pleased to provide copies of the basic reporting requirements to you upon request.

Old salesmen never die.... They're just out of commission

LEASEWISE:

Certain types of equipment for lease acquisition have restrictions or special requirements on them. Our standard rates allow us to approve *most* equipment for leasing. Special rate programs allow us to approve difficult equipment such as signs and awnings and 100% software leases. These are guidelines for some of the equipment types which have restrictions or special qualifying parameters:

Prohibited Equipment*

Underground tanks and equipment;
Coin operated equipment;
ATM's and scrip machines;
Equipment used with hazardous materials;
Gaming devices;
Tanning beds and other high-liability equipment;

Restricted Equipment*

Buildings;
Computer telephone dialers;
Used equipment**;
Equipment for rental purposes;
Signs and Awnings;
Watercraft;
50% or more software on a lease.

*If credit quality is exceptional, we can approve all types of equipment and software. We encourage you to call for specific qualifying guidelines relevant to your needs.

**Most used equipment is acceptable, subject to reasonable age, but may be limited to a 36 month lease term.