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Happiness is . . . . (tm)  
A Positive Cash Flow!

**Leasewise: We can do that!**

We can usually approve \$50,000 to \$75,000 OR MORE for our customers based on our 10-minute telephone or faxed or our secure online application.

We're making equipment acquisitions faster and easier than ever with many great programs:

- » Application Only approvals up to \$150,000 for qualifying 2 year-old companies.
- » Application Only approvals up to \$15,000 for start-ups and young businesses.
- » 100% software leases and WebSite leases.
- » Our credit philosophy: Look for the solution. Earn the right to this *and* the customer's *next* lease.
- » Our collateral philosophy: We'll lease an ice cube in the desert if the credit is good. (Note: the ice cube must be for business use only!)

Our rate guarantee is direct and to the point:

WE GUARANTEE YOUR LOWEST LEASING RATES. In fact, we promise to beat any competitor's approval or pay you \$50.00 for letting us bid on your project.

In 2002, we paid out on our rate guarantee only 5 times! Let us bid on your next lease transaction!

LOTS more information and resources are available online at [www.lease-smart.com](http://www.lease-smart.com).

# LEASE \$MART ADVISOR

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***The President's Perspective***

Even I find it hard to believe, but it's been more than 14 years since LEASE \$MART first put up signs and we opened our doors and phone lines for business. Even though I had many years of business ownership and several years experience working for other equipment leasing firms, this all still seems fresh and new. Each week holds new surprises and new experiences.

My wife, Virginia, and I started out in the breakfast nook of our home in November 1988. It wasn't long before the tangle of computer cables and telephone cords became intolerable and we moved into our first office on North 1<sup>st</sup> Avenue, just outside of Tucson city limits. Many of our clients will remember that office. We started with just 300 square feet, and ultimately expanded to almost 500 feet! Even that became crowded with 5 people, desks, file cabinets and computers. We moved into our current offices about 6 years ago and we have plenty of room to grow.

I feel incredibly blessed to be doing what I do – what WE do. The equipment leasing business is the perfect example of free enterprise in action. We get to apply creativity and customer service – plus a great team effort into meeting and exceeding the needs of our clients and customers.

I am fortunate to have some of the best people working with me: Nathan Norvell, Michelle Hartsell, Susan Garcia, Jamie Gibson, Cecilia Felix, Hank Williams, Sue Ann Vanderbosch and even my wife (bless her heart!). They work with me, but they work for you! (See Meet the Staff on page 2.)

There clearly have been a lot of changes in the business community over the last 14 years. A personal banker is

no more. (Remember personal bankers?) Even the concept of a **LOCAL** bank is a relative rarity. The internet promises to make nearly everything easier to buy and tougher to compete against, while reducing each customer to a 16-digit number and a password.

At LEASE \$MART, one thing still stands out: our dedication to building relationships and making your experience with us as pleasant and professional as possible. If we've already done business before, the first thing we'll do is recall our last transaction. Then, we can quickly update the information we have in our records and our existing files. That is one benefit of working from an existing relationship.

Whether or not we've done business before, we're going to ask you enough questions so that we can accurately assess your needs and your goals.

Sometimes, it seems, we may ask too many questions, and we're conscious of probing too deep. In part, we want to keep the process as simple and hassle-free as possible for our customers. But we work best when we have a solid understanding of our customers' prospects for the future, and their experiences from the past. This knowledge strengthens the foundation of our client relationship.

If you're one who prefers the anonymity of an internet transaction or dealing with a new person each time you call to do business, then we may not be the company for you. If, on the other hand, you prefer the relationship style of doing business, then you'll be right at home with LEASE \$MART.

Sure, we have a Website. Two of them, even! But we see them as a way to enhance and build on our relationships with easy access to timely information.

We see our relationship with you as central and vital to helping you grow your business and improve your cash flow. As for me – and as for LEASE \$MART – we wouldn't have it any other way.

Gary Greene, CLP – President

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We provide equipment leasing and financing solutions for business and industry.

We strive to provide useful and enjoyable information to our clients and customers about equipment leasing, the financial industry, entrepreneurs, small business and selling. Reader contributions and comments are welcome. © 2003, Smart Systems, Inc.

[www.Lease-Smart.com](http://www.Lease-Smart.com) ❖ [www.WeFinanceWebSites.com](http://www.WeFinanceWebSites.com)

## Meet the staff at LEASE \$MART

We have a unique group of people in our office, all of them dedicated to delivering the high level of customer service we promise. Next time you call, you may talk to:

- **Nathan Norvell**, our **Transaction Manager**, handles the numerous details associated with each transaction. He understands that there is no such thing as a completely “typical” transaction and that’s what he loves about his position.
- **Michelle Hartsell, Documentation and Funding Manager** has a keen eye for the details of how each transaction needs to be drafted, proofed and processed from information and circumstances that is as unique and varied as each of our lessees. She also is resourceful in dealing with the challenges of the job and has a wickedly keen wit that keeps us all laughing.
- **Jamie Gibson** is usually the first voice to greet callers to LEASE \$MART. Jamie does double-duty as both **receptionist** and **credit processor**. She manages to read our handwriting and the notes written by the Accounts Receivable department at hundreds of commercial credit references and prepares the personal and business credit reports for each transaction so that they can be easily understood and the applicant's credit approved.
- **Susan Garcia** is the **Manager of Direct Sales** for LEASE \$MART. Susan helps us to maintain close relations with our existing base of lessees. Her responsibility is to provide a direct communication channel for our previous customers as they have additional equipment and leasing needs. She likes to demonstrate the high customer service standards LEASE \$MART is committed to delivering, and she can do it in both English and Spanish!
- **Sue Ann Vanderbosch, Cecilia Felix, and Hank Williams** are outside salespeople, building relationships with equipment vendors and users alike. They are eager to demonstrate how our leasing programs provide benefits to all sorts of growing businesses and training vendor sales staff in how effective leasing programs can help those vendors to make easier sales, bigger sales, faster sales and more profitable sales.
- **Gary Greene, CLP, is Sales Manager and General Manager** of daily operations. He is an 18-year veteran of the equipment leasing industry and thrives on the challenges of business. He enjoys learning about how so many other businesses do the unique things they do to meet the needs of their customers and turn a profit in the process!

## P-E-O Spells R-E-L-I-E-F

In many cases, a small business owner gets the advantages of



for Small Business Owners

Ask any small business owner if he or she ever wished they could do away with the costly and complicated administrative side of employees and payroll functions and you will probably get a thunderous “YES!” in reply. The solution may be a Professional Employer Organizations (PEO), also known as an Employee Leasing company.

A PEO becomes the “employer of record” for a business and its employees, specializing in taking responsibility and absorbing liability for administrative functions. Such functions include:

Payroll administration, including payroll taxes;  
Workers’ compensation and claims management;  
Federal and state unemployment and other related issues.

Under this arrangement, the PEO becomes responsible for (and liable for) off-site administrative and human resource functions. The business owner continues to direct, supervise and control on-site day-to-day business operations and staff management.

Until 15-20 years ago, when the concept of employee leasing first started (it has been growing rapidly for the past 11 years) business owners had no other real alternative to handling employee administration and HR functions than doing it internally.

a much larger company, without the same liability or time/cost constraints of internal administration. If you offer various insurance coverages for your employees, they may actually benefit by getting better rates under a PEO arrangement. Most insurance companies submit bids based on the number of employees to be covered. If you don’t offer coverage due to cost per employee, this may be a very favorable option.

*Contributed by Shannon Lawson, CPS Inc. For more information on employee leasing, you may contact Shannon @ 800/339-3548. Visit the CPS website at [www.cpslease.com](http://www.cpslease.com).*

(LEASE \$MART has been a client of CPS for almost 3 years and we're all big fans of the benefits of employee leasing. Besides, we really *love* to tell our clients that we're all **LEASED employees!**)

We are all faced with a series of great opportunities, brilliantly disguised as impossible situations.

Charles Swindoll

Nobody can go back and start a new beginning, but anyone can start today and make a new ending.

Maria Robinson

Bragging may not bring happiness, but no man, having caught a big fish, goes home through an alley!

Source unknown

## How does the lease process work?

Usually, it goes like this:

- 1) The **Lease Application**. Whether the potential client is referred to us by word of mouth, a vendor, an advertisement, or even if they found on the web at our site, or the Better Business Bureau, the application usually begins with a phone call to gather pertinent details to determine the best way we can suite their individual needs.
- 2) **Credit Processing**. We first obtain credit reports on the guarantors (if any), then call to the company's bank references and trade supplier references. We can often verify time in business and ownership information using resources available on the internet. In many cases, this information alone is sufficient to provide credit approval. (For larger transactions, financials may be required.)
- 3) **Approval** is communicated to our Lessee and the appropriate supplier vendor(s). At this stage, we also gather the exact equipment description and agreed cost for purposes of our lease documents.
- 4) We **present several options** for lease terms for our Lessee and help them to make an informed decision about which terms and what structure is best suited to their situation. Our leasing professionals are prepared to create custom payment structures including seasonal payments, “step-up” or “step-down” or other unusual payment schedules, with a variety of choices for inception payments and lease-end residual considerations. (The number of potential variations we *could present* is *infinite*, so we try to make sure we understand our Lessee's needs so as to not

## Creditwise

Identity theft happens every day.

It could already be happening to you and you may not even be aware. (Hopefully not!) Several of our clients have reported that they are victims and have found themselves forced to deal with a ruined credit history and the enormously complicated and time-consuming task of regaining financial health. According to statistics from the Identity Theft Resource Center ([www.idtheftcenter.org](http://www.idtheftcenter.org)), more than 700,000 American consumers became victims of identity theft in 2001. On average, victims spend 175+ hours and \$1,000 out-of-pocket for expenses to clear their names.

Here are several tips to reduce your chances of having your identity stolen:

- If you receive offers of pre-approved credit, shred them before putting them in the trash. Also shred or tear banking and credit information before disposal.
- Don't carry your Social Security card or military ID in your wallet or purse. DON'T use your SSN for your driver's license number and don't preprint either of them on your personal checks.
- Keep and use a PO Box or a locked, secured mailbox. Don't use an unlocked, open box at work or at home to drop off your outgoing mail. (Take it to a post office or USPS box.)
- Resist providing your social security number without asking questions as to how that information will be safeguarded. If you're in a public place, don't give it orally without checking to see who might be listening.
- Don't carry your insurance card in your wallet if it shows either your SSN or that of your spouse.
- Review your credit bureau reports frequently. Privacy advocates recommend you review your bureaus every 6 months.
- Don't pretend that people wouldn't root around in your trash looking for credit or financial information. (Yes, they will!)

**(Additional resources are available on our website at [www.lease-smart.com](http://www.lease-smart.com))**

**LEASE \$MART shreds all privileged information about its customers, including all of the following before they are disposed of:**

- ▶ **Credit Bureau Reports**
- ▶ **Credit Investigation Worksheets, Dun & Bradstreet reports and faxed-back commercial credit responses**
- ▶ **Customer Tax returns (business and personal)**
- ▶ **Customer Financial Statements (business and personal)**
- ▶ **Lease Applications AND anything else with a Social Security Number on it.**

overwhelm them with *too many* options!)

5) Lease **Documents are prepared** for signatures and we coordinate for signatures and payment of the amounts due at the inception of the lease. We like to personally deliver the documents to our customer and answer their questions, but (especially for our out-of-state customers) we can also send documents via overnight courier or by e-mail.

6) Our **Purchase Order is issued** to the specified equipment Vendor(s) and we coordinate details about delivery of the equipment to our mutual customer (the Lessee). If the equipment needs to be specially ordered, or custom built, this is when we advise the vendor(s) to proceed with the transaction and make the equipment a reality!

7) The **Equipment is Delivered** by the vendor(s) to our Lessee's location. Installation, programming and training are completed, if applicable.

8) **Lessee Confirms "Delivery and Acceptance"** of the leased equipment and acknowledges that it is working satisfactorily for them.

9) LEASE \$MART coordinates prompt **funding** of the lease issuing checks or wire transfer to the supplier vendor(s). Each vendor receives 100% of their invoice amount promptly after delivery. Our vendors usually have funds in their account less than 48 hours after delivery, sometimes in under an hour!

Note: We will never ask a vendor to provide 'recourse' on one of our leases. If we make a bad credit decision, it's *our problem* not theirs!