

Leasing and Finance Options

Liftlease, Inc. has a close working relationship with several leading lending institutions. Liftlease, Inc. offers innovative solutions tailored to your unique financing needs through financial merchandising techniques.

Financial Products Available:

- Short-Term Rentals
- Conditional Sales Contract (Loan)
- Long-Term Rentals
- Full Maintenance Lease Programs
- Fair Market Value Leases (FMV)
- Leases, With Or Without Purchase Options

Additionally, Our Creative Financing Programs Can Be Customized To Meet Your Special Needs, Such As:

- Skip Or Seasonal Payment Terms
- Residual Or Balloon Payment Schedules
- And Many More Creative Options

Short Term Rental

Short Term Rental provides temporary equipment for seasonal needs, peak season requirements and special projects. Liftlease is one of a few sources for your rental fleet needs.

Full Payout: Conditional Sales Contract

- Customer pays for equipment over a predetermined finance term.
- Customer may qualify for 100% financing.
- Customer is the owner.
- Finance terms of three (3) or more years are available.
- Accelerated or level payment plans are available.

Summary

Liftlease, Inc. is extremely excited about the opportunities available in providing retail leasing and financing solutions to the material handling industry. Our access to capital, industry expertise, with multiple funding sources enables us to meet each transaction's specific needs. Our past experience, reputation, and credibility will allow us to become a successful funding source for your material handling requirements.

Our Mission

- *Shareholder – Generate sufficient and profitable sales/leasing volume*
- *Customer – Become the preferred vendor finance source by providing “best in class” service with value-added offerings for our manufacturers and distributors*
- *Employees – To offer an innovative and entrepreneurial business environment*

Why Liftlease?

Focused in one market with varied SIC customers

The benefit of this focus is immeasurable. First, while being specific to material handling, we are niched with vendors first and equipment second. We are aware of the importance of establishing relationships and nurturing future business. This gives us the opportunity to draw from all the products a dealer/distributor may offer, not just material handling. This also allows us access to finance rental equipment the dealer may need in his business. In addition, the material handling customer base by definition is quite varied. A funding source will never have exposure exclusively in one market segment.

Experienced management

We understand the material handling market, period. Currently, there are four product sales representatives who cover the United States. Each one has “grown up” in the business. We do not believe in generalists covering this market. The sales personnel at many dealerships do not understand how to structure lease products for their customers. We do. Our experience gives us an edge: not only to the dealership, but also to the funding source by understanding application, hour usage, correct term, etc. We will structure the lease correctly for all parties. Our contacts in the remarketing area are ready to assist in resale for whatever reason.

Residual Leases

- Lower monthly payments than Full Payout Lease.
- Lease rates are fixed for the contract term.
- Customer pays only for the amount of the equipment useful life that is used during the lease term.
- Customer can have options to purchase the equipment at the end of the lease term or return the equipment.
- Customer is responsible for all equipment maintenance.

Long Term Rental

- One lease agreement covers the rental of equipment as well as the maintenance portion of the lease.
- Lease rates are fixed for the contract term.
- Customer has the option to perform all, some, or none of the equipment maintenance.
- Customer returns equipment at the end of the lease with no additional obligations.

The Benefits of Long Term Rental

- Conserves cash
- Allows for future budgeting
- Provides tax benefits
- Maximizes equipment utilization
- Lowers overhead costs
- Consolidation of equipment
- Eliminates price increases
- Improves employee morale - access to new equipment
- Timely equipment replacement

Organizational Structure

Ron McCray leads the sales effort with corporate headquarters in Dallas, TX. His industry experience includes positions with Clark Rental System, Hyster Company's Financial Division, The Associates, and CIT's VP of Material Handling Division. This office includes sales support for your special needs. Our team includes Special Product Managers: Bob Rowe, and Juanita Stone. We have many years experience within the material handling industry and with strong financial and leasing experience. When the business was formed in 2001, a business plan was written to capture the essence of being a premier marketing company for the acquisition of quality leases of material handling equipment. We have done our homework and know our strengths and weaknesses have defined our culture and know where we want to go. The plan is fluid and has and will change with the times.



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