

# 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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