

Leasing has many advantages versus a cash sale or a bank loan

	Cash Sale	LCA Lease	Bank Loan
Down Payments	Customer must pay the full cost of the equipment at time of sale.	Customer has many options to pay as little as no money down, or only \$99 for 6 months to lease the equipment.	Banks usually require the customer to pay a down payment between 5-25% of the equipment cost.
Flexibility of Financing	Doesn't allow your customer to add more equipment/services based on the large up-front cost.	LCA offers flexible financing options (12 month Easy Financing, \$99 per month for the first six months). Your customer's monthly payment remains fixed through a lease.	Monthly loan payment can be variable - it may increase or decrease periodically. Loan payments are due immediately - no deferred options.
Effect on bank/credit lines	Consumes most of the customer's budget up-front as a cash sale depletes their bank account of income-earning funds.	Customer's bank line of credit is not affected and lease company can be utilized as a second source.	Bank lines of credit/loans may be tied up and unavailable for future loans/leases. Bank also could place an all asset lien.
Balance Sheet Implications	Decrease in cash flow immediately.	Leased equipment is considered an 'expense' on operating leases. Such assets do not appear on balance sheets which improves financial ratios.	Banks require owned equipment to appear as an asset on budget sheets which will affect your line of credit.
Credit Approval	Not applicable in a cash sale.	LCA's turnaround time for a credit decision is under 2 hours.	A bank usually cannot offer turnaround time in hours as most banks take days or even weeks to approve a loan.
Upgrade or Adding Equipment	Large, up-front purchase reduces the possibility of a customer spending more on a future sale.	By offering a monthly payment, your customer can afford more equipment without the large up-front budget cost. LCA can also process the application quickly since he/she is a repeat lessee.	Customer must re-apply for a new loan to add new equipment. Most banks also will not allow the customer to roll in services (i.e. maintenance, air time, monitoring) into their loan (leases do allow it)

Contact your dedicated LCA Account Executive for more information