



10 MYTHS ABOUT LEASING

1. Not many customers lease.....

From the times Top 100 companies to the local Doctor, lawyer and corner shop.....they all lease. We know, we have leases with them! Taken as a whole, the members of the FLA have existing agreements with:

95% of the Times Top 100 Companies**
9 out of 10 UK Chartered Accountants**
90% of Local Authorities in England and Wales**

** Sources, UK Capital Expenditure Statistical Office, Finance & Leasing Association (FLA)

2. Large companies don't lease....

All kinds of companies lease. Grenke lease to small sole traders to the largest Corporation.

3. Leasing is too expensive.....

Nobody has cheaper money than Banks, Insurance Companies and Investment Houses, they still lease their IT equipment. Why, because leasing is the most sensible way to acquire a depreciating asset such as IT.

4. My customers don't lease.....

Your customers will lease at some stage throughout their business life just not with you. Your competitors are offering leasing and you could be losing deals TODAY by not offering a lease option.

5. Not much leasing is performed in the UK.....

Wrong! In 1999, UK companies wrote over 24 billion in leases. The figure increases year on year.

6. Leasing only works for companies that cant afford to pay cash.....

That is simply not true. Companies lease because they have better use for their money, why spend hard earned profits on an asset that becomes worthless over its useful life. Cash reserves should be used for working capital or to be saved for uncertain times.

7. You can only finance hardware. You cant finance software and services.....

Many leasing companies restrict assets that you can offer on finance. Grenke finance 100% software contracts and up to 10% services.

8. Credit approval is a hassle.....

Grenke guarantee an underwriting decision within 20 minutes, proposals can be submitted online. Currently our approval rates across Europe are circa 85%.

9. My customers are too big to lease their equipment.....

Grenke are Europes largest small ticket funder, we finance a large proportion of our IT requirement.

10. All my customers pay cash. There is no real benefit to me offering leasing.

Grenke deal with thousands of resellers who have embraced the concept of leasing and realised that offering flexible payment options have many benefits, which include:-

- Increased sales conversions – win more business
- Increased margins – discounts become less important
- Greater revenue – win more business
- Quicker payments – Grenke pay by same day transfer following delivery
- Faster response times – 20 minute underwriting promise
- Customer retention – hold onto your customer by tying them into a 3 year agreement
- Upgrade opportunities – win more business

No director or business owner can honestly say that the benefits that Grenke offer are not worth having.

GRENKE LEASING LIMITED

SIMPLY MORE EFFECTIVE