

(Casey Demchak)

Name  
Title  
Company  
Street Address  
City, State, Zip

**You Can Generate More Revenue Through Our Flexible Leasing Programs.**

***Interested?***

Dear Name,

You're not asking for much. You just want to shorten your selling cycle, increase sales and gain greater competitive share. Oh, and you'd prefer a solution that's customized to meet your needs while serving as a profitable revenue stream.

The answer is a flexible leasing program from Key Equipment Finance. And I can tailor one to specifically benefit you, your dealers and your customers. I say this with confidence because we've been providing lease financing solutions for over 30 years. That's experience you can bank on.

With a \$12.6 billion equipment portfolio and annual originations of \$5.7 billion, we offer comprehensive lease financing services that include:

- Single-ticket solutions for businesses of all sizes.
- Government leasing expertise.
- Tax-exempt leasing that gives you distinct advantages over your competitors.
- Innovative online technologies that facilitate **fast** applications and credit decisions.
- Web-based programs that fully populate lease documents directly to your customers.
- Service representatives that ensure your application is processed quickly and seamlessly.
- High-end marketing materials directed to customers and industry segments that can deliver incremental business to you and your dealers.

I look forward to showing you how I can customize a lease program that increases profits by giving you the competitive edge you're looking for.

If you have questions or would like to schedule an appointment in advance of my follow-up call, please contact me today at 610.XXX.XXXX.

Best Regards,

Rick Knotts  
Vice President of Business Development  
National Accounts