



Lease Consultants

Powered by EquipMoney

**HOW TO INTEGRATE
EQUIPMONEY INTO YOUR
SALES PROCESS**

Getting started...

Whether you're brand new to EquipMoney or an existing vendor, using EquipMoney is easy. All you need is your payment calculator link. Don't know your link? Not sure if you're set up with us? No worries! Simply go to equipmoney.com and enter your email address.

➤ *If you're already set up in EquipMoney, you'll receive an email from EquipMoney containing your custom links.*

➤ *If you're new to EquipMoney, you'll receive access to the payment calculator, and our team will be in contact with you shortly to finish setting up your custom links.*



Integrating EquipMoney With Your Sales Process

No matter how you sell commercial equipment, giving your business customers easy access to financing options can be the difference between losing and closing a sale. Customers expect and appreciate options when purchasing commercial equipment. That's why we ensure that you have the tools to make offering financing simple at every step of your sales process.

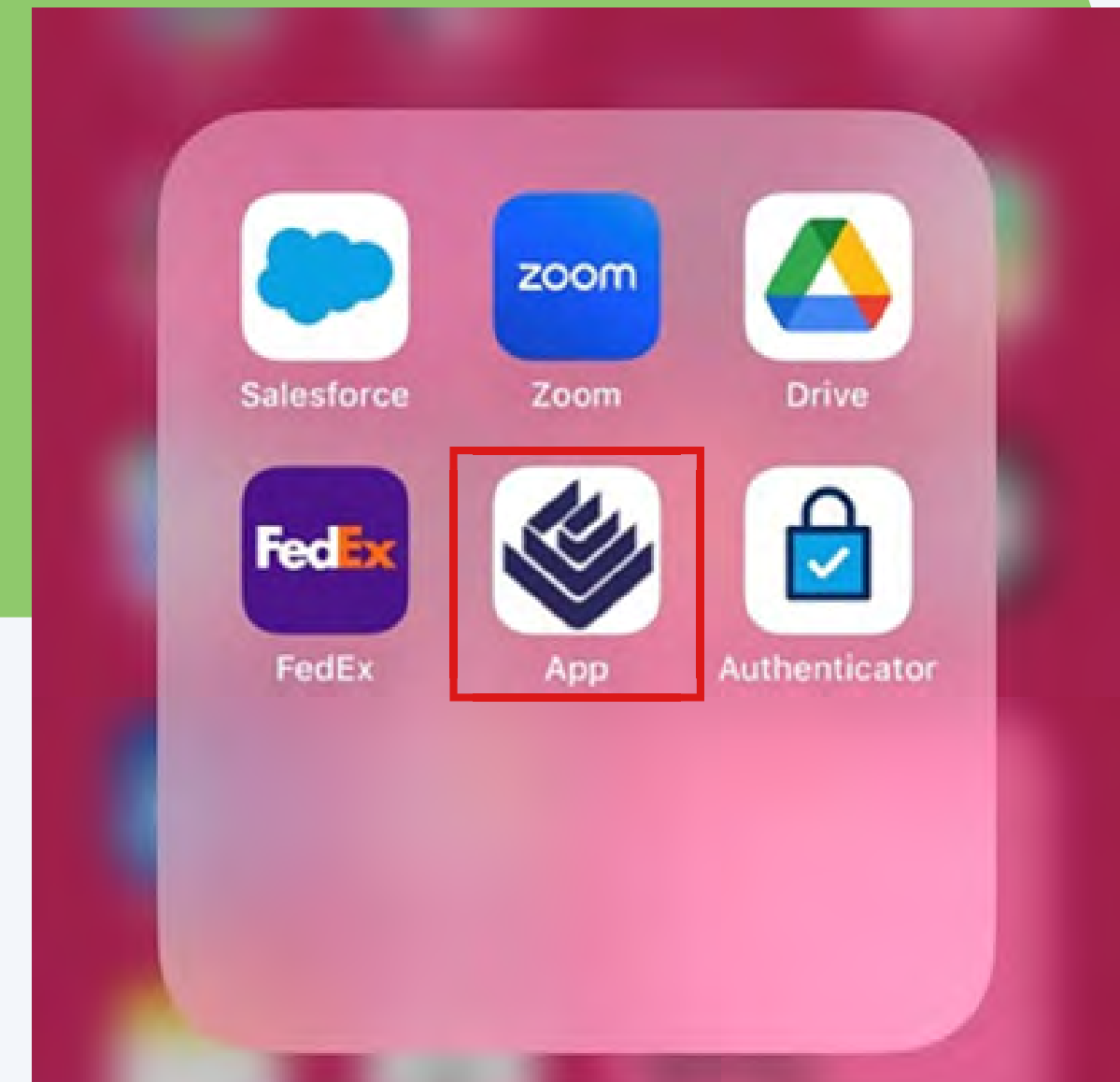
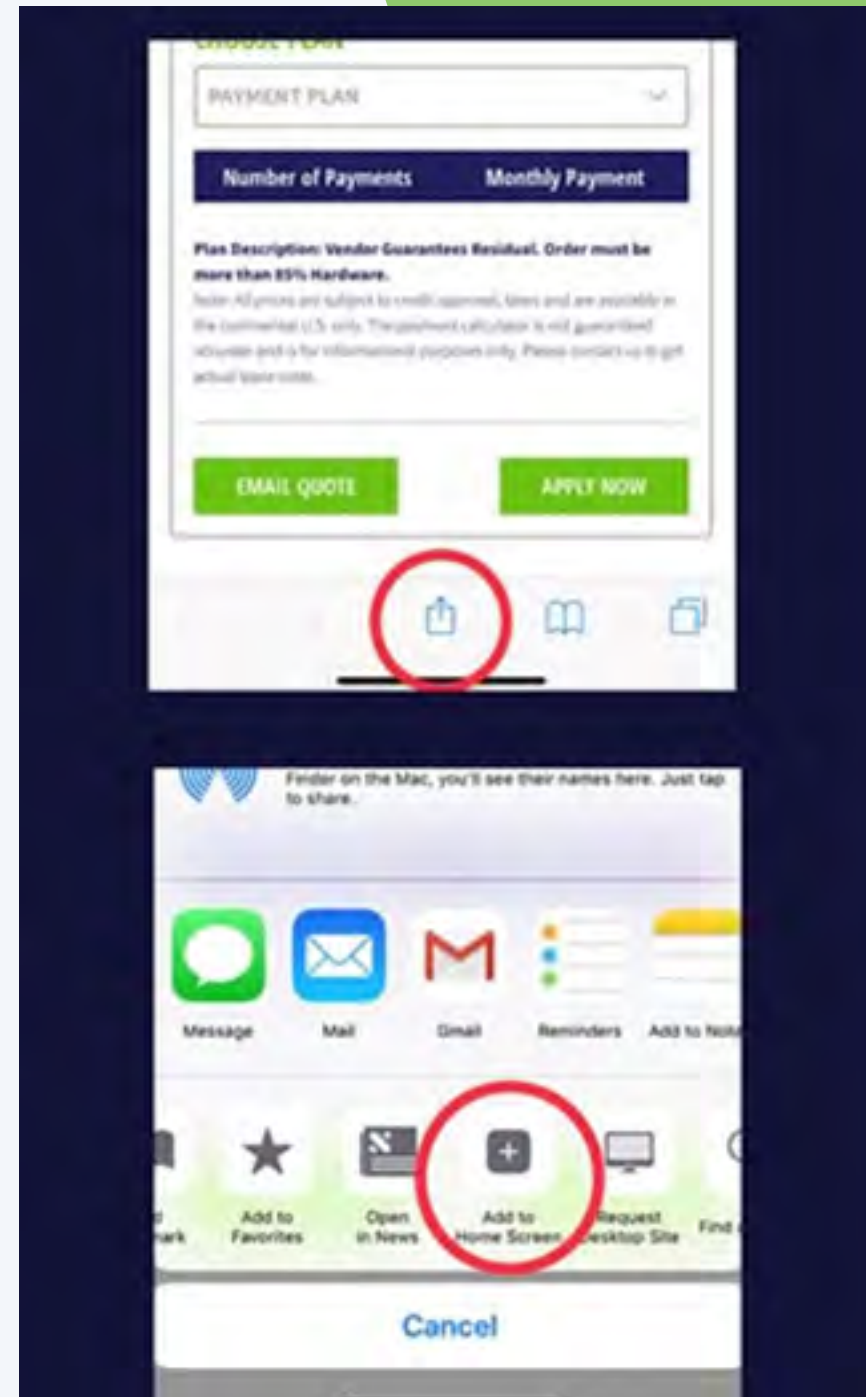


Save Your EquipMoney Tools on Your Mobile Device

If you're selling equipment in-store, having a monthly payment option in your back pocket is an effective way to easily quote monthly payments for your customer. Our monthly payment calculator gives you the ability to generate monthly payment options by simply entering a sales price.

Please follow the steps below to add your EquipMoney application/payment calculator link to your phone:

- Click on the 'Share' button at the bottom of your mobile web browser.
- Click 'Add to Home Screen'.
- Access your EquipMoney tool any time from your phone's home screen!



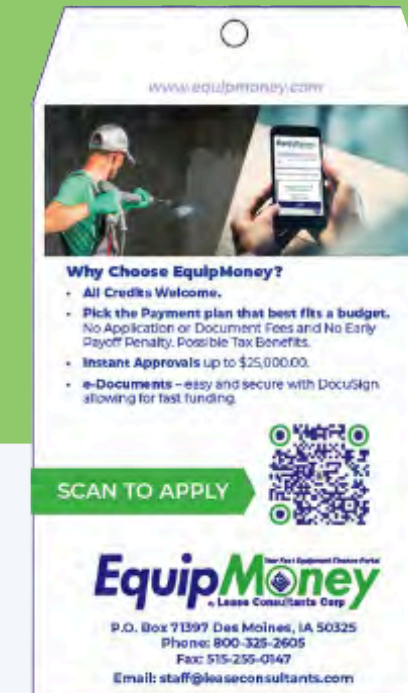
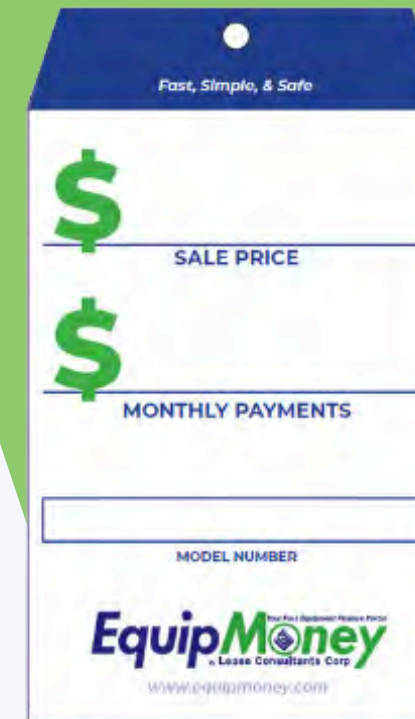
In-Store Marketing Materials

Another great way to inform your customer about the payment options available to them is in-store marketing materials. Our marketing department will send you any of the following marketing pieces for your store free of charge. Some of our options include:

- Plastic Counter Displays w/ Post Card Takeaway
- Equipment Hang Tags
- Posters

Contact Jon Kruse for more details

jon@leaseconsultants.com
800-325-2605



Integrating EquipMoney With Your Website

LCC will work directly with your web developer to ensure that your website has a financing section that covers the benefits of utilizing a monthly payment option and also gives your customers an easy way to apply online.

Finance Landing Page - Work directly with LCC's marketing department to create a brand new financing page for your website. We can even incorporate your logo, brand colors or custom language!

Contact Jon Kruse for more details

jon@leaseconsultants.com
800-325-2605



The image shows a mockup of the EquipMoney website landing page. At the top, the logo reads "EquipMoney" in blue and green, with "Your Fast Equipment Finance Portal" in small text above "Money" and "By Lease Consultants Corp" below it. Below the logo are six benefit icons arranged in a 2x3 grid:

- All Credit Tiers Welcome**: Equipment financing solutions for any business. (Icon: open book)
- Pick Payment Terms**: Choose the payment and lease term that best fits the budget. (Icon: checkmark)
- Quick Processing**: Complete our simple application in less than 10 minutes. (Icon: stopwatch)
- Instant Approvals**: Instant Approvals up to \$25,000. (Icon: stack of money)
- No Hard Credit Pull**: Risk-free application means zero impact on the personal credit score. (Icon: speedometer)
- Tax Benefits**: Equipment may qualify for additional tax savings under Section 179. (Icon: piggy bank and calculator)

At the bottom of the grid are two large blue buttons: "CALCULATE PAYMENT" and "APPLY NOW".

BENEFITS OF FINANCING YOUR EQUIPMENT

- **Preserve Cash Flow** - Keep your working capital available for other business needs and unexpected expenses.
- **Reduce Financial Risk** - Budget the cost of your equipment over time without a significant initial investment.
- **Support Business Growth** - Financing makes upgrades easier, ensuring access to the latest and most efficient equipment to stay competitive.
- **Equipment Ownership** - You own the equipment at the end of the term, with NO penalty for early payoff!
- **Convenience** - Experience quick and hassle-free financing with LCC.



Integrating EquipMoney With Your Website

EquipMoney vendors now have access to our new Website Widget tool. This feature allows vendors who sell equipment online to give your customers access to monthly payment options with just one click. Whether you want to implement this feature on each of your product pages or have an easy way to apply for financing from the online shopping cart, our website widget will automatically display payment options based on the price of the equipment they're shopping for.

Contact Jon Kruse for more details

jon@leaseconsultants.com
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Preset the sales price to align with the cost of your equipment. The customer can also edit this field to see new monthly payment options on the fly!

Once your customer finds a monthly payment option that fits their budget, press the 'Select' button to complete an online credit application.

Click 'More Details' to see some benefits of working with the LCC team as well as some benefits of financing equipment.

The screenshot displays the EquipMoney website widget. At the top, it features the EquipMoney logo and the tagline "Buy Now, Pay Later! Fast and Simple Business Financing". Below this, a "Sales Price" of \$10,000.99 is shown in a red box. A table lists financing options with columns for "Term Length" and "Monthly Payment". Each row has a "SELECT" button in a red box. A "More Details" button is also highlighted in a red box. The footer includes contact information for Lease Consultants.

Term Length	Monthly Payment
12 Months	\$903.09
24 Months	\$496.05
36 Months	\$354.04
48 Months	\$286.03
60 Months	\$248.02



Sales Training

Interested in learning how to sell equipment with the help of financing? LCC is here to help! We offer a detailed training that covers the following:

- Overview of the financing process - from application to documentation
- Standard and promotional plans
- Using financing as a sales tool
- Benefits of financing
- Overcoming customer objections
- EquipMoney tools and best practices

Contact the LCC team to schedule a training for your sales team. Whether you prefer to host a training in person or set up a virtual training, we will tailor to whatever works best for you. When your sales reps succeed, we succeed!



EquipMoney: Integration Guide

Access This Guide Here



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Contact Us

 +800-325-2605

 staff@leaseconsultants.com

 www.equipmoney.com

 www.leaseconsultants.com



Troy Jaros
President
troy@leaseconsultants.com



Alex Baker
Account Manager
alex@leaseconsultants.com



Ann Hardisty
Executive Director -
Dealer Relationships
ann@leaseconsultants.com



Jon Kruse
Channel Relationship Manager
jon@leaseconsultants.com

