



Leasing Program for HMU Dealers

Highline Capital Corporation's affinity partnership with **HMU, LLC** is designed to **increase sales**. Offering a financing option when presenting a sales proposal increases both the probability of making the sale, as well as the size of the sale. That's because it's often easier for your customers to budget a fixed monthly payment for a furniture acquisition, rather than a large up-front capital expenditure. And a monthly payment helps your customers get all the furniture they need now, rather than getting it piece-meal, as they can afford it.

Working with Highline Capital as HMU's financing partner will help your cash flows, too.

Highline Capital will forward deposits and final payments directly to HMU on your behalf, so you won't have to tie up your working capital.

How does the program work?

It's easy. Linda Winn, Highline Capital's dedicated account rep for HMU, will help with every step. Using your furniture quote and our payment calculator, you can give your customer a monthly payment amount, or call or e-mail Linda for a quote. You can include HMU's product as well as furniture from other manufacturers. You can also include installation and delivery costs.

Ask your customer to complete our simple one-page credit application. Forward the signed application and quote by fax or e-mail. If your quote is between \$10,000 (the minimum finance amount) and \$100,000, we'll have a credit decision within hours. If your quote is for more than \$100,000, Linda will contact your customer for additional financial information.

Upon approval, Linda will contact you to discuss the details of the order, such as percentage of HMU equipment included, deposits required, and a projected time line. Highline will forward a lease contract to your customer. On receipt of the executed contract and required payments, we can place the order and forward deposits.

Operational details:

- Highline Capital requires first and last payments and documentation fee to be forwarded by your customer with the signed lease contract.
- Highline will need a detailed quote on the entire project listing your customer as the "deliver to" party, and Highline Capital as the "sold to" party.
- Issue an invoice to Highline for any deposits required. Signify deposits to HMU, and we'll forward that payment directly to HMU on your behalf, and notify you when deposits have been sent so that you can coordinate delivery.
- Invoice Highline Capital when the job is completed, referencing deposits already paid, and amounts due. Again, Highline will pay HMU directly, and pay you the remaining balance. Final invoices are paid when your customer signs



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a delivery and acceptance certificate, and Highline ascertains that the furniture has been installed.

If you or your customers have questions or need more information, contact:

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Frequently asked questions:

Will the customer who needs financing ask for it?

Most customers assume that if you have a financing program, you'll make it a part of your sales presentation. We've made that easy for you, too. Just print out the financing flyer, fill in the monthly payment amount, and give it to your customer with your proposal. Be pro-active and let your customer know that you have a financing option they can use to get the furniture they've selected. It will help them say "yes" to the sale! If your customer doesn't know you offer financing, they may select another dealer who does. And don't let the big companies fool you. They, like 80% of all U.S. businesses, lease, too.

Would my customer be better off going to his bank?

Not necessarily. Today's credit environment is tight. While Highline finances 100% of the furniture acquisition, banks are going to require the customer to take an equity position in the furniture, putting at least 10%, and sometimes up to 30% down. And often banks don't want to finance "soft costs" such as installation and delivery charges; those would have to be paid by the customer out of pocket. The bank will require a complete financial package to underwrite the loan. Highline Capital will just need the one-page application for sales up to \$100,000. And Highline will have an answer fast! These days, banks are taking several weeks or more to make a loan decision. So, if time is money, Highline is the most cost-effective way to go. Also, all banks have lending exposure limits. By using Highline to finance the furniture, they'll be protecting their credit lines at their primary lending source, so they can continue to use those lines of credit for things such as personnel, inventory, and operating capital.

I've got a relationship with a leasing company. Why should I use Highline Capital?

Highline Capital is a privately-held direct lender, established in 1979, and we specialize in financing office furniture. Because we make the credit decisions and we write the checks, we respond quickly. We'll have credit decisions within hours on



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transactions between \$10,000 and \$100,000, and within a couple of days after receiving a complete financial package from your customer on larger transactions. ***We'll move quickly, so that you can close the sale.*** And we'll process payment within 24 hours after receiving your invoice and ascertaining delivery and acceptance of the furniture, so you don't have to wait to get paid. ***And because of Highline Capital's relationship with HMU, we'll forward payments directly to HMU on your behalf, so that you can keep working capital in your coffers.***