

# National

## Equipment Leasing

National Equipment Leasing provides financing options on just about any type of equipment with business use application. National Equipment is based in Indianapolis, Indiana and was formed in October of 1998 as a subsidiary of the Dellen Automotive family. National Equipment spun off and was incorporated in January of 2000.

We work with vendors to provide and additional source of financing so you are able to get your customers out the door and on with business as quickly as possible. National Equipment also works with businesses as a one stop financial headquarters when looking to purchase new equipment.

National Equipment has an experienced management team, and a friendly and helpful staff to provide you with the best service possible. National works hard to make sure you or your customers get the right lease for their business needs.



*At National Equipment Leasing, we recognize that every client has different financial needs. We can assist you in making your financial decisions based on such factors as your sensitivity to cash flow, yield, tax implications, risk-return and residual positioning. Our customers have come to rely on the National Equipment Lease for our expertise, prompt and professional service, individually customized financing alternatives, competitive rates and flexibility.*

(President Bud Callahan)

## NATIONAL EQUIPMENT LEASING OVERVIEW

National Equipment Leasing was founded by Bud Callahan. This company is formed in the tradition of Ambassador Leasing founded by Bud Callahan in 1978. National Leasing continues the same creative pioneer spirit in the leasing and financial market.

As we begin a new millennium, we have grown by listening to our customers' needs and this has inspired us to develop many new and creative products.

We have eight bank partners and well as fifteen other independent financial institutions that allow National Leasing to offer a "commercial supermarket" of financial services to our customers. These products range from equipment and auto leasing to many unique forms of debt and equity financing. These alternatives are a natural outgrowth of the other services we offer.

### QUICK FACTS

#### Business Type

- Sub S Corporation

#### Time In Business

- Formed in October of 1998
- Incorporated in January of 2000

#### Location

- Indianapolis, Indiana

#### Employees

- Nine

#### Majority Share Holder

- Charles (Bud) Callahan

National Leasing enjoys a reputation of uncompromised integrity within our predominately Midwestern marketplace. However, we have the ability to do business in all 50 states and Canada. Our growth has gained us wide recognition as a regional leader within the financial services industry, and our clientele includes a broad spectrum of companies from fledgling entrepreneurs to many among the Fortune 500.

National Leasing is employee owned and operated and it is our goal to bring fair practice and integrity into serving all of our clients. We are a flexible company concerned with your future and your success. We are committed to you and helping your business grow. We invite you to get the National Leasing advantage.

## National Equipment Lease Categories

At National Equipment we can lease almost any type of equipment for business applications. Whether you are looking for construction equipment, computer systems, cars, trucks, buses, or even over the road tractors National Equipment is your financing source.

**We Have Several Banks  
Along With Many Different  
Types Of Other Financial  
Institutions To Give Our  
Customers The Best  
Variety Of Lease Options**

## Equipment Leasing

Changes in the tax law have compelled companies to consider leasing for their equipment purchases. The loss of investment tax credits has eliminated much of the incentive for ownership. When acquiring equipment, consider this general rule: "If it appreciates, buy it! If it depreciates, lease it!" - John Paul Getty III. Eight out of ten American Businesses use leasing to obtain some or all of their equipment needs.

Termination Options -National's expertise in structuring leases can provide the Lessee with the ability to upgrade to new equipment when it is introduced into the marketplace, or the Lessee can elect to continue to lease the equipment for



its useful life. National Equipment Leasing is also one of the very few lease companies in the United States that offers a Simple Interest Payoff in most of our leasing programs.

## Vehicle Leasing

We offer any make or model, domestic or foreign, car or truck available. With our corporate account representatives you can lease or purchase the vehicle of your choice without leaving your office. Your time is money. Why spend it going from

dealer to dealer, let National Vehicle Leasing provide for you the best possible value. We have available to us all special factory lease programs as well as all bank products.

Get the vehicle you want for the price you need! Because your lease payment is based on depreciation alone, you pay only for how much and how long you drive the car. That means a lower monthly payment than you would pay through conventional financing. Before you buy or lease don't you owe it to yourself to give us a call?



## Titled Equipment Leasing

Here at National Equipment we have the ability to get titled equipment financed through a variety of programs. Whether you are a church group that needs a bus, or a owner/operator looking to finance an over the road truck, National can help.



## Vendor Programs

**National Equipment Leasing is a service company committed to providing complete, creative financing for vendors. Selling equipment is easier when it becomes affordable for your customer.**

**National Equipment Leasing's programs offer you an alternative to cash purchases that can increase your sales and ultimately increase your profits.**

Because of our superior reputation and recognition in the industry, we have developed agreements with more than thirty (30) financial institutions. The benefit of these relationships is the flexibility to finance most unique situations and customers.

Therefore, we are not limited to one program, one type of equipment, or one grade of credit. We have the ability to give the best possible rates and programs to your good customers and structures for start up businesses and your credit challenged customers as well.

### Other Benefits of Our Vendor Program

**Prompt payment of invoices-** All companies know the frustration of aged receivables. With National Equipment Leasing, full funding of your invoice will occur upon receipt of proper documentation.

**Leasing avoids the price obstacle-** By offering affordable monthly payments instead of overwhelming cash cost, you can prevent unnecessary "sticker shock".

**Leasing can often cost justify a more expensive unit-** By approaching the customer with a low monthly payment, you can often cost-justify a more expensive model as it will have only a minor impact on the monthly payment already sold.

**Leasing is a source of repeat business-** The customer has the flexibility to upgrade to new equipment or add additional equipment during the term of the lease. This offers you a source of repeat business.

**Simple interest payoff-** National Equipment Leasing is one of the very few leasing companies in the United States that offers a simple interest payoff on many of our lease programs. This unique benefit will please your customers.

**Service-** Our involvement with your customers can be minimal or, if you prefer, we can contact them, analyze the situation and offer a financial solution. We are also available to train your sales staff to utilize leasing as a sales tool, giving the full benefit of practical knowledge and the skills necessary to handle the leasing/sale close.

## Lease Programs

### Lease Structures

- Finance Lease/Capital Lease- A \$1.00 purchase option is the same as a finance contract but with a minimum down payment.
- True or "Tax Lease- Is an operating lease that is 100% tax deductible.
- TRAC Lease- Available on cars, trucks and trailers.
- Consolidation Financing- Refinancing or Sale Lease-Back.
- Master Lease- Is the same as a line of credit.
- Municipal Leasing- Available from \$5,000 to multi-millions.
- Commercial Mortgages and asset based lending specialist.

**Here at National Equipment we can structure virtually any type of lease. No matter what your business needs are we can put together financing that is right for you.**

## Lease –VS– Finance

### After Tax Impact

In an effort to provide for you the most accurate program we at National Equipment Leasing have provided this comparison so you may have data to make an intelligent choice. NOTE: We are not tax consultants, please check with your accountant before using these formulas.

Example:  
Equipment cost: \$10,000  
Bank lending rate: 8.75%  
MACRS equipment life: 7 years  
Lease & Finance term: 36 months

<u>Bank Finance</u>	<u>A National Lease</u>
Payment: \$316.84	Payment: \$317.42
Corporate Tax Rate: 38%	Corporate Tax Rate: 38%
Depreciation Per Year: \$1,448.57	
$\$1,448.57/12 = \$119.04$ Per Month	
	Tax Credit
Tax Deduction	$\$317.42 \times 38\% = \$120.61$
$\$39.01 + \$119.04 = \$158.06$	
Tax Credit	After Tax Payment
$\$158.05/38\% \text{ Tax Rate} = \$60.05$	$\$317.42 - \$120.61 = \$196.81$
After Tax Payment	Total Of Payments After Tax
$\$316.84 - \$60.05 = \$256.79$	\$7,085.16
	Total Including Buyout
Total Cost After Tax	$\$7,085.16 + \$1,000 = \$8,085.16$
\$9,244.44	After Tax Payment
	\$196.71
	Total Cost After Tax
	\$8,085.16

**Which Would You Rather Pay?**

## President Biography



### **Charles (Bud) Callahan**

President  
Majority Share Holder

Bud Callahan started his career in the automotive industry during the year of 1968 after becoming a veteran of the Vietnam War. After joining Chuck Callahan Ford Bud won the Grand Master Sales Award five years in a row, which is given to fleet and leasing sales people in Ford Motor Company. Only fifty such awards are given out in the United States. Bud moved on to new car manager and held that position until his resignation in May of 1978 to start Ambassador Financial Services.

Ambassador Financial Services started out with three employees and for fifteen years Ambassador grew into a full service commercial lending company with offices in four states and seventy employees. In October of 1991 Bud sold Ambassador Financial to the remaining partners of Ambassador Financial and returned to the car business.

In 1991 Bud returned to Chuck Callahan Ford to become the New Car Sales manager, Vice President and General Manager. Then in 1998 he moved back to the leasing industry and became the Vice President and General Manager of Dellen Financial Corporation, were on January 1, 2000 the Dellen Financial Corporation became the National Equipment Leasing and Bud assumed the presidents position.

## The National Equipment Leasing Team

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### **Visit Us On The Web**

[www.nationalequipmentleasing.com](http://www.nationalequipmentleasing.com)

You can download credit applications and personal financial forms off our home page.

**For a quick credit decisions please send in a signed credit application, personal financial statement, and a discriptions of the equipment you are looking at leasing along with the price.**

### *National Equipment*

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