

Cobra Capital

Bank Leasing Program

Solutions that work®

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Cobra Capital

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Cobra Capital Background

- **Based in Darien, Illinois.**
- **Established in 2000 to focus on providing high quality and customized equipment lease product offerings to private and public companies**
- **Founded by Dale R. Kluga, CPA having over 32 years of Chicago based banking and leasing experience**
- **Equipment Leasing Products target 3 lines of business:**
 - **Bank Leasing Programs**
 - **Funding leases through a direct & indirect network of originators**
 - **Fee based Portfolio Servicing**
- **Direct underwriting targets the small business / middle market sectors and through our institutional portfolio investors we can fund large corporate and fortune credits**

Status of Leasing Industry

- Rapid and continued consolidation
- Historic Global Credit Crisis
- Credit scoring model out of favor
- Declining funding cost
- Stabilized pricing
- Return to traditional underwriting
- Market voids increasing
- Resurgence in privately funded niche players

Bank Alliance

- **Establish a profitable alliance**
 - **Financial incentives for you / the bank / Cobra**
- **Develop a relationship approach**
 - **Bank Officer pre-qualification of lease opportunities**
 - **Professional handling of bank customers by Cobra**
 - **Strive for consistent results among all parties through effective and regular communication**
 - **Seek candid feedback to improve the customer process**

Bank Benefits

- **Cross-sell a valuable service which enhances your customer relationship & retention**
- **Win and or expand depository opportunities without creating credit exposure**
- **Generate a new source of fee income**
- **Protect your relationships from competitors captives who may solicit or already lease to your customers**

Customer Benefits

- **Convenient and quick process with limited documentation and legal costs**
- **Preserves cash since up to 100% financing may be available**
- **Generally accepted method of diversifying secured creditor exposure**
- **Protects against technological obsolescence**
- **Tax advantages since payments can be fully deductible**

How to Recognize Leasing Opportunities

➤ **Prospects & Customers whose credit does not fit bank credit policy or exceed exposure limits and are good business risks**

- **Younger businesses with experienced owners**
- **Weaker equipment that is essential to the operation**
- **Leveraged or profit challenged companies with solid cash flow**

➤ **Credit fits bank policy but customer needs to lease for tax purposes**

➤ **Budgetary constraints which prevents a capital outlay but permits monthly payments**

➤ **Customers needing off balance sheet financing to avoid subordinated debt or preferred equity leverage or capex covenants**

➤ **Businesses which are rapidly expanding staff, offices or plants**

➤ **Evaluate your own customers financial statement footnotes which disclose lease activity . Offer to handle the next equipment lease opportunity. You may only need to just ask for the order!**

➤ **Company's upgrading their Information Technology hardware and software infrastructure**

➤ **Proprietary equipment not generally financeable by the general market**

➤ **Equipment distributors with a product price point of \$50,000 or more**

➤ **Borrowers who have used their cash reserves to finance permanent capital expenditures**

➤ **Always Always Always put in place a tracking and tickler system with your customers when you receive a depository or credit reference inquiry from a leasing or finance company**

When to Call Cobra

- **No question is a bad question**
- **Read our criteria and call us or email us to review the opportunity**
- **Take it one step at a time**
- **Be patient - If you sell it they will come**

Leasing Process

- **Identify prospect & call Cobra**
- **Secure equipment quotes**
- **Negotiate lease terms**
- **Secure customer acceptance**
- **Issue lease proposal**
- **Secure signed proposal and deposit check & forward to Cobra**
- **Cobra underwrites**
- **Lease documented**
- **Equipment installed**
- **Cobra funds vendor and pays fee to bank**
- **Cobra bills, collects, remits the rentals & taxes**

Question & Answer

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