LEASING NEWSLETTER

How to Optimize an Equipment Leasing Program

By Michael Vieu, Regional Vice President, Leasing

Knowing that literally thousands of publications regarding equipment leasing are available online or in printed form, I wanted to share what I feel is one of the best articles on the subject.

The article, "How to Optimize an Equipment Leasing Program" by Blaine Ung and Jay Zeinfeld, was published via HFMA Magazine in 2011 and holds up in substance over time, and for every industry.
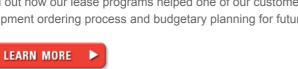
What makes the article special, in my opinion, is the variety of topics and audiences it covers. The article focuses on the many "behind-the-scenes" items that are crucial factors to consider when looking to lease. The article calls these items "yield enhancers" that are being employed by lessors in the marketplace. Lessees should take each of these items into consideration, as they determine the total cost of leasing beyond monthly rental and basic lease rate factor.

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