



CASE STUDY

Quick Action Keeps Loan in Local Bank

Situation

A partner bank had a customer who was purchasing new computer hardware, software and services for his law firm. He had pre-determined that he was going to use the leasing company that the equipment vendor had recommended.

Solution

As standard procedure dictates, the leasing company submitted a "banking and credit verification" to the bank. The bank's credit department then notified the customer's loan officer of the credit request. The loan officer then followed up with the customer to inquire on what equipment he was leasing and explained that the bank actually had an equipment leasing program and would like to offer a competitive alternative. The customer agreed to give the bank an opportunity to provide a lease proposal and the loan officer immediately got his **CashFlow Lease** account representative involved. By the end of the day a lease proposal had been structured and was signed off on by the customer. The next day the bank had the approval ready.

Benefits

The relationship that had developed between the loan officer and his customer was a key ingredient in winning this lease and resulted in the bank booking a new commercial loan and generating additional fee income. Additionally, it kept the money working locally in the community, where both the bank and the law firm build their livelihoods.

When a community bank funds lease debt for one of their best customers through the **CashFlow Lease** program, it's a Win (*for the customer*) – Win (*for the bank*) – Win (*for the local community*)!