



## CASE STUDY

# Video Retailer

The second largest retailer of home videos and games in the United States, with approximately 2,000 stores in 48 states. In this highly competitive industry, this company invites its retail customers to preview and rent home entertainment for an ultimate experience.

### Need

The company strives to keep its in-store television equipment appealing to its customers by updating it frequently. This client needed a sophisticated leasing company that would understand the need to refresh its equipment and to track all of the electronic TV monitors in its 2,000 locations, with a minimum impact on cash flow. The company also required a flexible partner who could fund the transaction incrementally during the installation period of more than one year.

### Solution

The lessee completed a transaction of approximately \$2 million for new TV monitors in its locations. The lease was structured in a manner that allowed the client to return the equipment at the end of the lease term and to buy new TVs for its stores.

### Benefits

Varilease also offers these additional leasing services:

- ▲ The prolonged installation of the equipment, using a lease line of credit
- ▲ Minimal impact to cash flows as a result of the aggressive residual for the equipment.
- ▲ An option to return the TVs at the end of the lease.
- ▲ Flexibility to change the look of their stores in an economically beneficial manner.