

S.E. RENTALS – THE EXPERTS IN VENDOR EQUIPMENT FINANCE.

Simple Finance Solution

Our vendor Simple Finance Solution is an entry-level option to improve your offer to your customer. It enables you to include a finance proposal for your customer, simply by using our online quoting tool. No fuss, no hassles. Our Goal – to help you sell more equipment.



S.E. RENTALS PTY LTD (formally Sykes Equipment Finance) is the largest independent Vendor Equipment Finance specialist in Australia



VENDOR SIMPLE FINANCE SOLUTION

Our Vendor Simple Finance Solution is an entry-level option that improves your offer to your customer. It includes a quoting tool for customers wanting to commit to a monthly payment rather than a lump sum.

Further, this category is perfect if you don't want to get involved in the finance because –

- ◆ It is outside of your area of expertise
- ◆ It can seem complex
- ◆ You don't want to be in a position where you have to say NO to your customer (because of poor credit)
- ◆ You don't want extra paperwork

We hear you and so we've made it easy for you to offer a monthly payment finance solution for your customers.

You only need to know 3 things:

1. Finance Oxygen login details
2. The Cost Price you wish to be paid for the sale
3. The term of the rental agreement



If you are using finance to sell equipment, then our unique vendor equipment product **Finance Oxygen** is for you.

- ◆ Unique software app to help you sell more
- ◆ Accessible via any device
- ◆ Know where your deal is up to 24/7
- ◆ Online calculator
- ◆ Document downloads
- ◆ Online access to ABN searches
- ◆ Generate a finance proposal

Visit our website to find out more.



YOUR PACKAGE

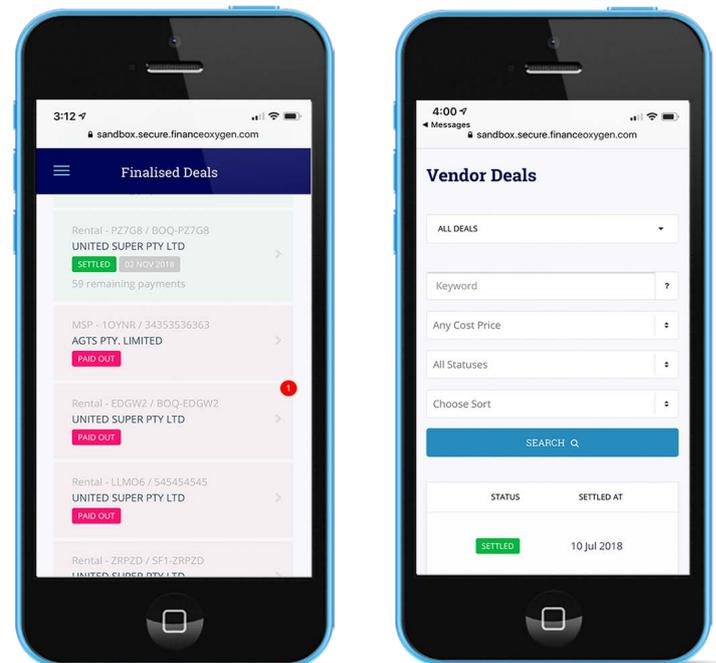
- ◆ Access to the Finance Oxygen platform **free-of-charge**
- ◆ Online quoting capability
- ◆ Pre-loaded finance proposal that you can insert into YOUR end user proposal
- ◆ Training by your dedicated SER Account Manager
- ◆ Online and phone help-desk support
- ◆ No involvement in the finance, simply advise SER and we will do the rest

YOUR BENEFITS

- ◆ You are now using "finance" to sell
- ◆ Customers are more likely to say YES to your proposal
- ◆ You can continue to sell, whilst we wrap up the finance for you

Find our more

www.serentals.com.au/simple-finance-solution



STILL NOT SURE?
CALL OUR HELP DESK 

1800 73 73 68
www.serentals.com.au

THE SALES PROCESS

What you do What we do



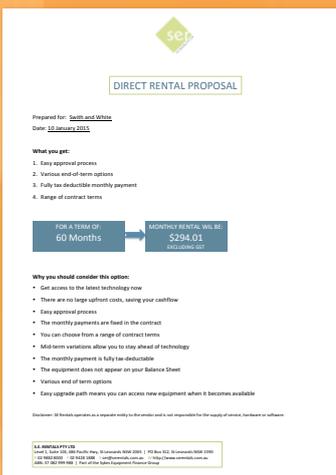
What happens when your customer says YES to your presentation with our finance proposal?

THE PAYMENT PROCESS

What you do What we do



*If necessary



SCENARIO

Picture a vendor selling a lighting solution to the coal mining industry. His solutions run to around \$30K each. Main problem was the mine sites had to wait until the next year's Capex budget was announced to place an order.

After meeting with SER he found there was a better way. Instead of selling on price, he sold on cost comparison. So, instead of focusing on the cost price, his customer proposals focused on the amount per month. All it took was the inclusion, using SER's software platform Finance Oxygen, of an SER Finance Proposal as a part of his proposals.

He said "I've wanted to do this for some time, but dealing with banks it just wasn't worth the effort – way too hard. With Finance Oxygen it takes me two minutes, it's accurate and it's competitive. SER then do the rest."

ABOUT S.E. RENTALS

S.E. Rentals (SER) specialises in vendor equipment finance. We help equipment vendors make more sales by providing world-class point of sale finance solutions for their customers.

Established by Steve Sykes in 1993, our management team of five has almost 100 years of vendor finance experience with nearly 70 years of experience at SER.

We understand how fast things are changing and the challenges you face.

As experts in Managed Print or Facilities Management Plans we can help you develop a usage based *as a service* offer to your end user. Small enough to be nimble, yet big enough to attract funding sources from around the world, you will find we can meet any challenge.

We have spent the last 15 years developing our vendor software solution called Finance Oxygen. It is unique and free to our equipment vendors. It will enhance everything you are trying to do with your equipment finance offer.

We listen to what you are trying to do, then help you get there.

We'd also like to point out that we know the vendor space and have written over \$1 billion in finance business over the last 2 decades.

Make SER your finance partner & enjoy the benefits.

THE SER FORMULA IS SIMPLE

WE HELP VENDORS SELL MORE EQUIPMENT

HOW?

- 1 Over 20 years experience as vendor finance specialists
- 2 Great people
- 3 Clever in-house software solutions
- 4 Diverse funding options
- 5 Infinite flexibility
- 6 Ongoing product development
- 7 Great vendor relationships that last

"Our people know that the key to all we do, for our vendors, must be to add value."



Steve Sykes, Owner

Please contact us we look forward to hearing from you

Help Desk

☎ 1800 73 73 68

Email: ser@serentals.com.au
Website: www.serentals.com.au

