

# U.S. Bank Voyager Affinity Program

Through a partnership with Leaseure Corporation



## Overview

### Leaseure Corporation Background

Leaseure Corporation has been serving the national commercial leasing community since 1994. Located in Houston, Texas, Leaseure provides products and services that have been specifically selected to meet the current needs of today's fleet managers, business owners, independent contractors or anyone with a desire to minimize operating costs and maximize profits.

With commercial vehicle leasing services at the core of Leaseure's value-added portfolio, we are able to meet clients' requirements for vehicle type, up-fitting, delivery timing, and most importantly, cost of vehicles and funding terms. With several funding sources at our disposal, we can custom design a commercial lease that not only meets clients' needs today, but is flexible enough to help clients work through future changes.

Leaseure prides itself on exceeding customer expectations with superior customer service throughout the life of a leased vehicle. Maintaining focus on customer needs earned Leaseure recognition by the *Houston Business Journal* Houston 100<sup>®</sup>, as one of the fastest growing companies in Houston and southeast Texas, and recognition from the 2007 *Houston Business Journal* "Fast 100."

### More Than Leasing

Our goal is to develop long-term client relationships, not simply arrange a lease. The resources of our company are committed and focused on helping commercial fleet managers and independent contractors maintain the highest possible profitability through efficient leasing packages and fleet management services.

Leaseure is regarded as one of the top fleet management companies, providing lease financing and fleet services to the package delivery and courier industry. We are in constant contact with hundreds of independent contractors (ICs), providing the service levels needed to keep their fleet trucks on the road. Leaseure entered this market four years ago and since that time, has developed an extensive network of 25+ funding sources to handle the diverse needs of the ICs.

### What is a Lease Facilitator?

The Texas Department of Transportation defines a lease facilitator as:

A person, other than a franchised dealer or a bona fide employee of a dealer, or a vehicle lessor or a bona fide employee of a vehicle lessor, who solicits a person to enter into a lease for a motor vehicle. The vehicle is not, and will not be, titled or registered in the name of the lease facilitator.

As a corporation chartered in Texas, Leaseure is one of a handful of licensed lease facilitators in the state.

### Consumer Auto Dealer Lease

There is a measurable difference between commercial and consumer vehicle leases, and what consumers, business owners and many fleet managers know about them. It is important to become familiar with the basics of both lease types to 1) recognize the needs of a prospect or client and 2) effectively generate interest in Leaseure's commercial products and services.

The closed-end lease, or consumer lease, is one of the most common vehicle leases in the market. This arrangement can be extremely expensive for business owners or fleet managers. Consumers like this option, because they can simply "walk away" from the lease at the end of the lease term, provided the vehicle has not exceeded the annual mileage or aggregate lease term mileage limits, and there is no excessive damage. Generally, commercial vehicles are driven more than 15,000 miles per year, and do sustain some excessive damage or wear-and-tear, leading to financial penalties to be paid when the vehicle is turned in to the dealer.



## Commercial Lease: TRAC

Unlike closed-end leases, Leaseure specializes in TRAC leases. TRAC is an acronym for terminal rental adjustment clause. The TRAC lease was introduced in 1976 by the Financial Accounting Standards Board (FASB).

Advantages to the commercial TRAC lease:

- Unlimited mileage with no additional up front charges
- No down payment
- No excessive wear and tear
- Lower monthly payments
- Tax benefits such as:
  - Off-balance sheet financing (vehicle debt is not carried on the books as a loan)
  - True tax lease benefits:
    - Operation lease – expensed as 100% rental payments
    - Financial or capital lease – looks like a loan on company financials
    - Depreciation is taken as opposed to writing off rent payments

**Disclaimer: Never give tax advice to a prospect or client. Always conclude by suggesting that the client consult with their CPA concerning how a TRAC lease might benefit the company's financials.**

## Identifying a Vehicle Lease Client

Essentially every business is a possible fleet leasing client. To determine if a prospect or client meets the criteria to be considered a valid "prospect," please contact a Leaseure Affinity Program Representative at (281) 355-9500 or toll free at (866) 377-9770.

How to identify a commercial lease prospects:

- Vehicles in a parking lot of the same make, model, and COLOR; these are usually company-provided vehicles
- Delivery trucks that appear to be a part of a fleet
- Vehicles that belong to a service industry, such as plumbers, air condition and electrical companies, etc.
- Vehicles provided by pharmaceutical companies
- Vehicles provided by oil and gas companies

Please note: Leaseure will also work with companies needing a single vehicle or service..

## Extended Warranties

Extended warranties are available on new and some used vehicles, usually at prices lower than what an auto dealer would charge. Contact a Leaseure Affinity Program representative for information and prospect quotes.

## How Do Voyager Channel Partners Get Paid?

Opportunity reports, sold opportunity payments and report details will be processed once per month by Leaseure and sent to Voyager Fleet Systems Inc. This will occur on or before the tenth day of each month. Voyager Channel Partners will be paid directly by Voyager. Channel partners should contact Voyager with any issues regarding opportunity payments or payment questions.

## Sample Opportunity Entry Form

On the following page, is an example of what the online sales opportunity form looks like. The form can be accessed by visiting [www.leaseure.com/affinity\\_program.htm](http://www.leaseure.com/affinity_program.htm).



## Sample Opportunity Entry Form

### Voyager Fleet Services Information Section

This section identifies the Voyager Fleet Services employee point-of-contact for this opportunity & opportunity source.

POC First & Last Name:  POC Office Phone Number:  Ext:

POC Cell Phone:

Opportunity Source: Please select Opportunity Source contact detail from the drop-down list:

### Client/Prospect Contact Information

Contact Name:  Primary Phone:  Cell Phone:

Interested In (check all that apply):  Vehicle Leasing  GPS  Extended Warranty  Other (include in instructions)

### Client/Prospect Company Information

Business Fax:  Company Name:

Address Line 1:  Address Line 2:

City:  State:  Postal Code:

### Client/Prospect Optional Information

Fleet Size:  Is the Company:  Private  Public

Vehicle Needed (quantity/year/make/model):

Lease Term (i.e. 48 months to 10% TRAC):

Average Annual Mileage:  Rates:  Fixed or  Floating

### For More Information

To find out more about the U.S. Bank Voyager Affinity Program, contact Aaron Loveridge at (832) 486-1229 or [aaron.loveridge@usbank.com](mailto:aaron.loveridge@usbank.com).

### Program Contacts: Leasecure Affinity Program Coordinator:

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