

# Building profitability



## Financing expertise for you, reliable funding for your customers.

If budget constraints are keeping your customers from acquiring new equipment now, we can help you close the deal while fostering the relationship.

### The objection buster

Reliable capital and flexible financing can make the difference between “maybe?” and “yes!” That’s why manufacturers, distributors and resellers select Key Equipment Finance—to empower their sales with creative solutions.

### Far-reaching satisfaction

Our specialized teams offer deep commercial vendor experience and financing expertise to integrate financial solutions into your sales process to make your equipment affordable—right now.

Whether your customer is a large corporation, a government entity or not-for-profit organization, Key Equipment Finance covers a broad range of transaction types and sizes.

### 100% financing

A comprehensive financing alternative benefits both you and your customers.

### To learn more:

Contact your Key Equipment Finance Sales Representative

Visit [keyequipmentfinance.com/business](http://keyequipmentfinance.com/business)

Offer them enhanced cash flow and convenience in one monthly payment plan that includes:

- Little or no down payment
- Shipping, training and installation costs
- Hardware, software and services

### Efficient processing

Our user-friendly documents are easy to read and sign, including product-specific language that addresses software renewals and subscriptions. Plus, Key Equipment Finance pays you upon product delivery and acceptance.

### Capital strength and expertise

As a division of KeyBank, we provide access to strong capital and steadfast commitment to excellence. A strategic affiliation with Key brings longstanding industry and equipment knowledge to

### The Key difference

- 48 years of financing experience
- Pioneer in software financing
- Industry-specific technical acumen
- Efficient, accountable execution
- Specialists in IT, Healthcare, Energy, Government and Industrial
- Mid-ticket to large, structured transactions
- Customer business and product expertise

the table, plus in-house legal, credit and underwriting resources you can trust.

### A lucrative future

Key Equipment Finance is poised to help you build deeper, more active relationships with your customers. By combining your equipment expertise and our financing experience, you can create deals that benefit both you and your customers. Let us help you close more sales, more profitably.

## Key Equipment Finance

