

LESSEE/BORROWER



APPLICATION & QUESTIONNAIRE

WATCHFIRE SIGN DEALER

NAME	Think Digital Signs LLC
ADDRESS	7760 France Ave S, Suite 1100 Edina, MN 55435
PHONE	952-456-2575 / 612-669-6700
SALES PERSON	Matthew Duffy (mattduffy@ThinkDigitalSigns.com)
FINANCING TERMS	
REQUESTED TERM	3 Years 4 Years 5 Years 6 Years

FULL LEGAL NAME (BUSINESS ENTITY)
BILLING ADDRESS
CITY COUNTY STATE ZIP
LOCATION OF EQUIPMENT
CITY COUNTY STATE ZIP
CONTACT NAME, PHONE & FAX NUMBER
CONTACT EMAIL ADDRESS AND WEB ADDRESS

CREDIT INFORMATION

TYPE OF BUSINESS	FEDERAL TAX ID #	DATE ESTABLISHED	YEARS UNDER CURRENT OWNERSHIP
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BUSINESS STRUCTURE
<input type="checkbox"/> Corporation <input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> LLC <input type="checkbox"/> Not for Profit <input type="checkbox"/> Other (Specify)

OWNERS, OFFICERS OR GUARANTORS (please sign on the signature line)

Name: _____	Title: _____
Home Address: _____	% Ownership: _____
Signature X: _____	_____
Name: _____	Title: _____
Home Address: _____	% Ownership: _____
Signature X: _____	_____

DECLARATION/RELEASE

By signing above, the applicant and the Owners/Partners/Members/Guarantors agrees as follows:
I/we authorize Watchfire and/or selected equipment finance companies or their agents to make a complete check on our company and its owners and principals and relate the same to others as necessary to secure credit approval.

**Please send the application to Matt Duffy (mattduffy@ThinkDigitalSigns.com)
Or call for a quick phone application: 612-669-6700 / 952-456-2575**



PRIMARY REASONS WHY CUSTOMERS OF WATCHFIRE DEALERS CHOOSE EQUIPMENT LEASING/FINANCING

Convenience: It is a very simple process with the **right** commercial financing company. It is easy on the borrower as only a one-page application is required and there is no financial statement disclosure. One day credit approvals and one day fundings are the rule not the exception. Rates are as low as any in the industry. Dealers are paid the deposit on behalf of the customer, so the unit is quickly in production.

Preservation of cash: Cash flow is crucial to every business. Those who have previously financed Watchfire units looked to a quick and affordable monthly payment that allowed the equipment to pay for itself. Most eliminated more expensive means of advertising for the 24/7 method.

Preservation of bank lines: It does not make sense for most companies to jeopardize their bank credit availability by financing their equipment purchases through them, especially now. They may run the risk of being loaned up, and even having existing loans "called". Most companies use their banks for more traditional financing such as working capital, accounts receivable, inventory, and real estate loans. They may also request additional collateral such as real estate, inventory, or a letter of credit. **Under an equipment finance contract, or an equipment lease, only the equipment specific to the Dealer's invoice is collateralized.**

No financial statement disclosure: It is appealing to most businesses, and certainly much more expedient, to be qualified for financing without the need to present financial statements. Most banks require personal and business financial statements for any size deal and are very conservative when analyzing the company's operations.

Longer repayment terms: Banks generally, if they finance signage at all, will not extend terms beyond three years. Our program offers financing on terms of 2-6 years with five years selected 90% of the time.

Minimal down payment requirements: Banks normally require a 25% down payment. Equipment leasing and financing requires 0-2 payments in advance, depending on what the customer wants. This means less money up front and time for the signage to start paying for itself. Advance payments of 0 and 1 have been very well received.

NOTE: Section 179 Depreciation which allows qualifying lessees or borrowers to write off the entire signage package in the year it is placed in service is available. This is acceptable with both an Equipment Lease with a \$ 1.00 buy out or an Equipment Finance Contract.