



CD FINANCIAL
company

"Making POS Technology Affordable"

Programs for POS Dealers

With CDF's innovative POS equipment financing programs, your organization can make money while making friends in the merchant community.

At last, you can break through all the "system included" hype by offering your merchants a financing option that is affordable, flexible and customized to their unique needs. CDF offers financing programs for:

- ♦ Large merchants
- ♦ Franchise locations
- ♦ Associations
- ♦ Small merchants, including start-ups

It's simple: Merchants want affordable payments, they don't want to be behind the technology curve, and they want to avoid the hassles of depreciation and tax reporting. Partnering with CDF means you can give your merchants all this, and more. And a satisfied merchant means a long-term relationship for you.

Merchants have learned that free systems aren't really free. Merchant-friendly financing from CDF can help your organization gain better control over the relationship by providing a smarter alternative.

Better than Buying

CDF enables your organization to provide financing alternatives to merchants who need state-of-the-art POS equipment now, but who don't want to tie up their scarce cash resources to buy equipment. Whether it's a large merchant or a one-location store, CDF can provide a financing program that makes sense in many ways:

Benefits to Merchants

- ♦ Low start-up costs
- ♦ One monthly payment for bundled services
- ♦ No capital investment
- ♦ Full-service programs
- ♦ Friendly customer service, including end of lease notification
- ♦ Sales & use and property taxes all handled by CDF

Benefits to Your Organization

- ♦ No capital investment
- ♦ Multiple revenue opportunities
- ♦ No liability after the first successful ACH, no "clawback" to Dealer
- ♦ Payments to Dealer via ACH with full reporting
- ♦ No tax compliance issues

CDF Highlights

- ♦ Provider of point-of-service (POS) equipment financing to businesses of all sizes throughout the United States
- ♦ More than 20 years of POS leasing experience
- ♦ Strong relationships with Dealers, service providers and manufacturing partners
- ♦ Full-bundle service programs available
- ♦ Creative, customized solutions that meet the needs of you and your merchants
- ♦ A solid reputation for fairness, integrity and service



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CDF Offers Several Programs

- ♦ **Capital Leases:** a traditional lease, ranging from 24 to 60 months, where the merchant owns the equipment at the end of the lease term. The advantage is this program is the most common and understood by most merchants, plus the Dealer receives its pre-determined profit upfront. The disadvantage is that it's the least flexible of all financing programs.
- ♦ **Operating Leases:** in some circumstances, a merchant will want an operating lease, allowing the merchant to have advantages such as off-balance sheet financing and lower payments during the contract term (range from 36 to 60 months). At the end of the term, the merchant has the option to return the equipment or purchase at the then-Fair Market Value, creating the disadvantage of no one knowing how much this FMV amount may be. Please note this financing option is available only on certain equipment models.
- ♦ **Installment Sales:** for those merchants who don't want to pay all cash upfront but also want to avoid a longer-term commitment, the Installment Sale allows a merchant to purchase the equipment over a period of 6, 12 or 15 months. The advantage is that it's a solution for spreading out payments over a few months. The disadvantage is that it's likely the most expensive financing rate available.
- ♦ **As-A-Service Program:** this financing model is gaining rapid acceptance with Dealers and merchants as a way to simplify the overall solution to the merchant. Simply put, the advantage of the As-A-Service model is that it allows a bundling of all services commonly offered by a Dealer into a single program with a monthly fee that you determine. This can be as simple as adding on a fee for extended warranty services or more inclusive by adding in equipment swapout, security, network infrastructure, and other services, increasing the strength of your merchant relationship. The choice is yours. Additionally, the Dealer is building predictable recurring revenue, resulting in a monthly residual stream that increases business value. The equipment and software fees are generally covered within the CDF program, generating a "system buy rate" that allows the Dealer to determine its own revenue stream and profits – **the Dealer is in control of the monthly price to the merchant.**

Revenue Generation

CDF recognizes the value of its partners and offers revenue sharing options to encourage Dealer participation and merchant enrollment in CDF's financing programs. Your organization can participate in a variety of revenue sharing opportunities:

Up-Front Revenue Sharing

- ♦ Factored into the payment
- ♦ Paid the month following the first successful ACH transaction

Recurring Revenue Sharing

- ♦ Included as a portion of CDF's "wholesale" payment
- ♦ Paid as a fixed amount, variable amount or both
- ♦ Dealers can share the revenue with the sales rep, if desired
- ♦ CDF can track, report and remit multiple recurring revenue share amounts
- ♦ CDF debits the merchant for the full payment and remits the revenue sharing portion to you monthly

For complete information about the services and support offered by CDF, contact:

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