

CUSTOMERS FOR LIFESM

Dear GreatAmerica Vendor,

The *Harvard Business Review* reported something that most of us intuitively knew; it is 6 to 7 times *more expensive* to gain a new customer than to sell to a current one. Losing customers can be very costly indeed, but when you lose them because of what your leasing partner does, it can be downright *painful*.

When the fair market value rates you are offered are so low that the only way the leasing company can make money is by upsetting you and your customers with endless fees (believe it or not, one of our competitors is now charging your customers 8 different fees). . . by forcing your customers to automatically renew for successive 12 month periods. . . by charging you and your customers inflated upgrades when you're not watching, and by making your relationship person powerless to do anything about their back room practices. . . **it is time to say enough is enough.**

Is settling for a lower level of service really worth losing your most valued asset—your customer? Is it worth spending endless amounts of time arguing with them and fruitlessly trying to speak to a decision maker, when you could be spending that time doing more business with your customers? More and more of your fellow vendors are decisively answering those questions by switching to the GreatAmerica Customers For Life (CFL) program.

We trademarked our Customers For Life program because—sadly for our industry—no one else seems to have the same regard for your customer. CFL is much more than capping end-of-term residuals at 15% (and often lower for upgrades), it is much more than notifying your customers of lease end, it is much more than our Truth In Leasing Statement[™] or being fair and responsive to you and your customer. It is all about your customer calling you and thanking you for doing business with GreatAmerica (yes, our vendors do get these calls), it is about getting your customer to come back to you time after time after time. In short, it is about keeping your customer for a lifetime. . . nothing more, nothing less.

Reading this letter is your first step to saying “no” to those ethically challenged, customer-losing, short-term oriented practices that seem to be prevalent in the leasing industry today. I urge you to join our GreatAmerica family and take your first step on the road to keeping your Customers For Life.

Sincerely,


Tony Golobic
Chairman & Chief Executive Officer