

Leasing Competitive Edge Cathedral Consulting Group, LLC

Introduction

Perhaps one of the more frustrating situations facing you as a lessor today is you don't have anyone you can talk to about your business — to confer privately with persons having extensive knowledge and experience in the leasing industry — contemporaries who are non-competitors — people who truly understand the same issues and who will share information and ideas which are crucial to your company's success.

So, every time you need to make a decision, think through a problem, measure the company's performance, or initiate change. . . . you're pretty much on your own.

Who can you turn to for expert advice, help with problems, the sharing of experiences, encouragement, and new ideas?

Where can you learn more about trends, statistical comparisons, selling strategies, new profit opportunities, compensation plans, and successful marketing ideas?

How can you obtain this vital information with an assurance of total confidentiality when discussing these issues?

Cathedral Leasing Competitive Edge has provided solutions and answers to questions like these for lessors from all parts of the country for the past several years through our successful and professionally-managed LCE Study Group Program.

Lessor Study Groups

Q. What is a Study Group?

A. A forum for a small number of highly select leasing professionals from non-competing markets to get together three times per year, for the purposes of improving their personal knowledge, skills, and contacts — thus facilitating increased profitability and growth.

Q. What kinds of lessors belong to LCE Study Groups?

A. Current members include independent, as well as dealer-affiliated lessors, with in-house portfolios ranging from 150 to more than 3,000 units. They write open, closed, recourse and non-recourse leases on both new and used vehicles. Many offer equipment leasing, daily rentals, service programs, and used vehicle sales operations. All members have considerable leasing experience, and each is an owner, or the chief operating manager — of his or her leasing company. They are people who are anxious to continue learning, and who are motivated to dominate their marketing areas.

Q. What can I expect from an LCE Study Group meeting?

A. First, you'll appreciate the total commitment of the other members to participate in this profoundly-positive learning environment. You'll attend meetings that follow detailed agendas which clearly outline in advance: the discussion topics, workshops, preparation requirements, and the materials that will be exchanged. Your conversations with the group will be frank, open and honest, — yet totally confidential. Some sessions may be seminars, presented by experts in their fields; others may review data; while many periods are "roundtable" discussions, driven by the members themselves. Every meeting builds upon the last. They're stimulating, unique, rewarding, and professionally moderated.

Study Group Benefits

As a Cathedral CLE Study Group Member you will:

- Share and exchange ideas and information with other professional lessors of like size and orientation, yet importantly, from non-competing markets.
- Participate in highly motivating discussions in an environment conducive to learning — away from the distractions of your office and daily activities.
- Receive guidance as you contemplate both personal, and business, goals and objectives — determine new strategies — and envision the big picture.
- Develop meaningful, valuable friendships with individuals who are your contemporaries — successful people — experts in your business.
- Examine new ideas, challenge old concepts, discuss trends, review statistical analyses of important data, and debate individual perspectives.
- Receive additional benefits and advantages from such activities as:

Training Seminars
Stimulating Agendas
Periodic Newsletters
Lease Education
Portfolio Analysis
Expert Speakers

Performance Composites
Acquisition Assistance
Research Reporting
Special Studies Projects
Recruiting Assistance
Individual Consultation

Additional Member Benefits

- Find solutions to especially difficult problems — and improve both your corporate, and personal performance.
- Increase your lease volume — while enhancing your profitability.
- Have the opportunity to visit other member's places of business to examine their facilities, and observe their actual operating activities.
- Avail yourself of any economies of scale that are permissible, such as the purchase of certain goods or services, and/or other discounts.
- Improve your level of knowledge, expertise, and professionalism.
- Utilize the LCE Team at Cathedral Consulting Group, LLC as a resource for:

Specific Operational Assistance
Computer Installations & Training
Comparative Statistical Analysis
Management Planning
Direct Marketing Programs
Legal & Accounting Information

Research Data
Vendor Sourcing
Personnel Issues
Association Information
Industry Updates
Sales Training

Membership

By becoming a member of a Cathedral LCE Study Group, you'll have the unparalleled opportunity to exchange ideas and information with highly successful lessors from several other markets around the country – in an environment that is absolutely progress-based. You'll participate in highly-motivating and truly enlightening discussions aimed at problem-solving, and individual improvement. It's a unique chance to network with some exceedingly talented lessors – people just like you – each of whom is also seeking greater success from their own careers!

Q. What makes membership in an LCE Study Group so special?

A. With extensive experience in organizing and managing top-quality study group programs, Cathedral administers the platform for a program which operates at the very highest level in the industry. In addition to continuous interaction and support, LCE provides total management services to insure highly productive meetings, and to guarantee program value.

Our lessor-specific "CBR" reports provide comparative statistical data that is unavailable anywhere else – contemporary, in-depth analyses of the demographics, cash flows, IRR's / ROA's, and structuring of the leases being written by each member. Along with providing insight, advice, and analysis, LCE acts as the Group moderator, bringing experience, talent, and enthusiasm to the meetings - a foundation for unparalleled program success.

Cathedral personnel and associates are career-professionals in the leasing business. They network with lessors from around the country every day of the week; they attend trade conferences; "stay current" with the industry; and have each been hands-on operators of successful leasing companies for many years. They know and understand the issues, problems, challenges, and opportunities facing today's lessors.

Becoming a Member

To pursue an invitation for membership you must satisfy the following criteria:

1. You must have an earnest desire for self-improvement, and exhibit an enthusiastic drive for greater profitability and corporate growth.
2. You must meet the individual qualifications required per the standard Cathedral LCE Membership Bylaws.
3. You must submit a completed Membership Application/Profile form to Cathedral and receive an invitation to attend an initial meeting.
4. You must attend a group meeting as a "candidate" for membership. (You'll be expected and able to participate fully – just like a regular member, and will be responsible to pay only for your pro-rata share of the “common” meeting expenses.)
5. You must be approved for membership into the group, unanimously, by the voting members in attendance at your introductory meeting.
6. You must agree to abide by the official Bylaws of the Group, and execute a copy of the standard LCE Membership Agreement.

***Making the commitment to attend an introductory meeting may become the most profitable decision you'll make all year!



Membership Criteria

Per the Membership Bylaws a Member must:

1. Agree to the terms of, and endorse, the Group's Membership Agreement. (A sample copy will be immediately provided upon request)
2. Be the chief operating executive – whether as an owner, officer, or general manager – of a financially sound and reputable leasing entity; with the authority to make major operating decisions on behalf of your company.
3. Be located geographically so as NOT to compete directly with another Member; nor to have any specifically-focused marketing activities in any other Member's principal trading area.
4. Be of sufficient size and orientation to be compatible with the other Members of the Group, and have a capacity for growth and profitability that will enable you to adequately contribute to the benefit of the Group.
5. Be willing to attend ALL meetings; and pledge to furnish all data required to produce the regular reports of the Group, or "special studies" as agreed upon by the Group; and to contribute ideas, plans, etc., openly and freely for the benefit of all Group Members.
6. Be dedicated to improving the performance of yourself and your company.
7. Be acceptable to each and every current Member of the Group.

Membership Investment

To become a member, to participate in the meetings, and to receive all member-related information and benefits, your investment will entail:

Initial Membership Assessment : [All Groups] \$500.00

- First month's management fee is waived in lieu of initial assessment.
- Individual's acceptance of membership, and payment of a set-up fee, is due within 30 days of a membership invitation being extended by an LCE Group. Initial fee does not include the standard "advance meeting deposit" held for the mutual benefit of all members to the Group, but does include all other new member materials, licensed use of the CBR program, and limited software training.

Monthly Membership Fee: \$425.00

Pro Rata Meeting Reimbursement : <variable>

Each member or candidate, is required to reimburse Cathedral for his or her (and their companions) equal share of each meeting's expenses – on a pro-rata basis, as outlined in the Group's Bylaws. Historically, the Members have elected to hold meetings in such locations, and at such times, so as to control these expenses to an appropriate and reasonable level.

A complete and detailed accounting is provided to each member subsequent to every meeting, itemizing the expenses incurred. Moderator's travel and lodging expenses are paid by the group.

More Information

New membership application:

[http://www.cathedralconsulting.com/files/SG Application for CCG.pdf](http://www.cathedralconsulting.com/files/SG%20Application%20for%20CCG.pdf)

Please contact Jerry Condon, Managing Director at

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Building Value that Lasts.