

“Affinity One Business Finance’s “Road to Success” business philosophy was shaped by the Healthcare Sales Representatives and Physicians we serve each day. Our respect for these individuals led us to design a lease presentation system that was easy for Sales Representatives to present and for their Physicians to understand at the point of sale.”

- Bruce A. White, President, Affinity One Business Finance

Affinity One Business Finance’s “Road to Success” (RTS) Lease Proposal Wizard consists of three simple to present lease offerings: Standard, RTS and EZ-Step. The RTS Introduction and RTS Lease Proposal shown here are the engine of the “Road to Success” lease wizard. The lease programs explained below on the RTS Introduction are *One Payment in Advance*, *30-Day Deferred with NO Advance payment* and *EZ Start with Three Low Monthly Payments*. *Affinity One* has tracked which lease programs Physicians have selected since 1997 and the ongoing results show that these three programs are selected 83% of the time. *Affinity One* then worked with Sales Representatives and Physicians gaining valuable feedback to create the “Road to Success” Lease Proposal Wizard.

Your Company
Logo Here



Affinity One
“Financing the Future of Healthcare”

Simplified Solutions & Creative Financing for Ophthalmology & Optometric Professionals

Your options are endless with Affinity One. The healthcare market can be complicated, but the financing tools needed to help you acquire new equipment for your practice should be easy to understand. Affinity's three most popular healthcare equipment financing options are listed on the attached proposal with the benefits of each outlined below:

Easy Start Lease with low payments for 90 days allows you to acquire income producing equipment needed for your practice with minimal upfront cost, while allowing you sufficient time to generate income before the first monthly payment becomes due!

30 Day Deferred Lease with NO Advance Payment This option allows you to conserve your capital while providing the time necessary to begin generating revenues before having to make the first payment.

Standard Lease with only One Advance Payment Allows the practice to conveniently secure 100% financing of its order with minimal cash outlay.

Put your practice on the “Road to Success” by partnering with Affinity One - “A Specialist in Healthcare Equipment Leasing and Financing!”

For More Information, call Affinity One today!

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With Affinity One Financial Services, Lease Program, you will gain:

- Quick access to equipment credit lines
- 100% Financing of hardware & software
- Experienced Healthcare Finance Specialists
- Customized payment schedules to fit your the needs of your practice.

Benefits of Leasing

- Preserve cash flow
- Increase line of credit
- Conserves capital
- Obsolescence protection
- Flexibility
- Fixed payments

IRS Section 179 Tax Benefit

- For 2007, new equipment purchase(s) deductible up to \$112,000.00

Terms

- Application Only to \$200,000.00
- Working Capital Loans to \$150,000.00
- Equipment Leasing and Financing
- Software Only Financing
- Flexible Payments
- Step Up Payments
- Terms up to 66 months.
- Leasehold Improvements


The RTS Introduction shown here assists the Sales Representative to introduce *Affinity One* as a healthcare financing specialist for “*Simplified Solutions & Creative Financing for Ophthalmology and Optometric Professionals.*” The Vendor’s logo is also strategically placed on the upper left to create continuity in the lease presentation through Co-branding. *Affinity One’s* most popular RTS leasing options are listed in the right column with the benefits of each explained to the Physician. The column on left introduces the benefits of partnering with *Affinity One* and provides answers to questions commonly asked by the Physician regarding the **Benefits of Leasing**, utilizing **IRS Section 179 Tax Benefits** and the type of **Lease Terms** and products available to the Physician.

Affinity One’s RTS Lease Proposal Wizard - Put your sales on the “Road to Success” by partnering with **Affinity One Business Finance** – “**A Specialist in Healthcare Equipment Leasing and Financing!**”

Affinity One Business Finance's "Road to Success" (RTS) Lease Proposal Wizard consists of three simple to present lease offerings – Standard, RTS and EZ Step. The RTS Lease Proposal shown here and the RTS Introduction (reverse side) are the engine of the "Road to Success" lease wizard. The three lease programs presented below on the RTS Lease Proposal are *One Payment in Advance*, *30-Day Deferred with NO Advance Payment* and *EZ start with Three Low Monthly Payments*.

The RTS Lease Proposal allows the Sales Representative to maintain sales continuity by empowering the physician to select the lease option and payment that best meets the cash flow needs of their practice. The Sales Representative simply explains the three lease options and the benefits associated with each program listed on the RTS Introduction sheet.

Affinity One's "RTS" lease presentation philosophy is based upon the premise that the Physician understands the cash flow characteristics of their practice better than you or I. RTS empowers the Physician to answer two questions – First, "How big of a check do I want to write at lease signing - First month payment in advance, NO advance payment or one small step payment?" Second, "When do I want my first full monthly payment to start - Now, in 30 or in 90 days?" The Physician closes them selves by answering these two questions when circling the monthly lease payment amount of the Affinity One lease program and term they desire.

 <p>Affinity One "Financing the Future of Healthcare"</p>		<div style="border: 1px solid black; padding: 5px; text-align: center;"> Your company Logo here </div>	
Presents...			
Financial options for your Equipment			
Contact:	Joe Smith MD	Quote Exp:	02/01/07
Company:	Company Name - Sales Rep Name	PH:	-
Equipment:	Equipment description	FX:	-
Lease Amount:	\$5,000	Freight included.	
		Term (Months)	
10% Purchase Option		36	48
60			
Easy Start Lease with 3 mos. @ \$59. followed by	\$162	\$128	\$107
30-Day Deferred Lease, NO Advance Payment	\$159	\$126	\$105
Standard Lease with 1st Month in Advance	\$157	\$124	\$104
		Term (Months)	
\$1.00 Purchase Option		36	48
60			
Easy Start Lease with 3 mos. @ \$59. followed by	\$174	\$136	\$114
30-Day Deferred Lease, NO Advance Payment	\$171	\$134	\$112
Standard Lease with 1st Month in Advance	\$168	\$132	\$110
<p>Affinity One provides your practice the following flexible financing options for acquiring equipment. Your choice of either option can benefit you by allowing you to acquire income producing equipment with little or no money down while allowing you use of the equipment for up to 90 days before making a full payment.</p> <p style="text-align: center;">Please circle the desired program payment amount, complete the credit application and fax everything back to:</p> <p style="text-align: center;">Bruce White P: 972-480-8100 F: 214-393-6435</p>			
Credit Application:		**Monthly payments do not include tax**	
Legal Business Name:	_____	PH:	_____
Office Contact Name:	_____	FAX:	_____
Business Address:	_____	TX ID:	_____
City / State / Zip	_____		
Owner Name:	_____	Social Security #:	_____
Owner Name:	_____	Social Security #:	_____
<small>RELEASE: This will be AOF's authority & my request for ACFS to obtain any information concerning personal or company credit standing.</small>			
Applicant's Signature: _____			
<p>For questions about leasing this equipment and/or any other equipment please contact Bruce White at Affinity One Financial Services P: (972) 480-8100 FX: (214) 393-6435</p>			



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Please contact **Bruce White** (P) 972-480-8100 or **Brian Hersh** (P) 214-393-6431 at **Affinity One Business Finance** for more information