



# LeaseLine

Dedicated Leasing for the Security Industry

- Available on all security technology
- Comprehensive online service
- The only security leasing service endorsed by Norbain



# Why Lease?

Leasing is the ideal alternative to outright purchase. By replacing the cash investment with a much smaller rental, the installer can make CCTV, Access Control and Alarm systems far more affordable for their customers.

Customers constrained by a tight budget have access to the most advanced security systems in exchange for a more manageable rental charge that's FULLY tax deductible, whereas only a proportion of the total cost can be depreciated each year if the system is purchased outright.

There are other benefits too. For the customer, the overhead of installing the system doesn't impact on



their cash flow with all their existing credit facilities kept intact for other purchases. Plus you – the installer – remain in control of your sale by providing the finance since clients that make their own finance arrangements may shop around for another security installer. Full payment is released to the installer within days of completing a leased installation giving great comfort when compared to typical payment terms and delays experienced these days.

**Leasing is an important sales tool for you, not just simply an attractive finance option for your customer.**

## Key Leasing Benefits

### FOR THE INSTALLER:

- Small rental charge effectively closes sales
- Improves your own cash flow with payment direct into your bank account within days of completing the installation
- You retain total control of the customer relationship
- Upgrade the system during the lease term (terms apply)
- Leasing reduces your exposure to bad debt

### FOR THE CUSTOMER:

- No large capital outlay required
- Fixed cost covering all security purchases including installation, equipment and commissioning
- Rental payments are 100% tax deductible each financial year
- Existing credit facilities remain intact for other purchases
- Removes the need to look for finance elsewhere, which would otherwise slow and complicate the installation process

## Why LeaseLine?

- No other leasing company understands the needs of Norbain's customers like LeaseLine
- LeaseLine is dedicated to your industry
- LeaseLine lease all security solutions including access control, intruder systems, fire systems and the whole range of analogue, digital and IP-based CCTV solutions. As Norbain's range is extended, so is LeaseLine's ability to benefit you and your customer
- LeaseLine is committed to maintaining the same high standard of prompt customer service enjoyed by all Norbain's customers
- LeaseLine is Norbain's recommended leasing company

Our **User Guide** has been specifically designed to support installers selling security. It fully explains the features and benefits of leasing from the client's point of view, including a 'how it works' section - particularly helpful if your client has never leased before.

Printed and electronic versions are available on request.

# How leasing works



A lease agreement is between the installer's customer (the end user) and the finance company (the owner). The end user is committed to pay a set number of rentals to the owner over a specified period. The rental charge is fixed throughout the term of the contract.

When an installer provides a system on lease, the end user is approved for finance before work begins. The agreement is signed beforehand, with an Acceptance Certificate signed on completion. The installer's invoice is then raised and processed just days later - this not only reduces the installer's bad debt exposure, but it also provides a great boost to their cash flow.

As advances in technology occur or the end of the agreement term beckons, the installer can revisit the customer and upgrade a system on lease to suit the demands being made upon it. A new rental is then agreed according to the individual needs of that specific end user.

- **Online quotes, applications and sales support**
- **Lease terms from 1 to 6 years**
- **Lease value from £1,000 + VAT**

**Register for online service: [www.chelseavale.co.uk/norbain\\_register](http://www.chelseavale.co.uk/norbain_register)**

## Calculating the Rental

**Our online service provides 3 levels of instant quoting:**

- Standard Quotes
- Detailed tax illustrations
- Full customer presentations

**To work out the rental charge:**

### Enter Deal Value

This is your total sale including installation but before VAT – don't include any on-going maintenance or monitoring within this sum, instead invoice the customer these charges as they become due.

Alternatively to work out the deal value just enter the customer's weekly spend – this ensures a set budget is met plus it's a great tool for marketing campaigns.

### Select Client Category

The category your client falls within affects the facility available to them and determines the rate that's applied:

1. Traded under 3 years
2. Traded over 3 years
3. Local authority (e.g. school / college) or government body

Quotes are stored to easily update the value, amend details or to re-calculate the installation with alternative lease terms.



**To discuss our service in more detail please call LeaseLine or email: [leaseline@chelseavale.co.uk](mailto:leaseline@chelseavale.co.uk)**

**FREEPHONE 0800 389 33 46**

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is dedicated to the  
security industry.

Please contact LeaseLine by telephone, fax, and email or via the web site.

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Chelsea Vale is an independent leasing  
company that provides LeaseLine for Norbain SD.

