



# 4 PILLARS THE GENEVA DIFFERENCE

At Geneva Capital, our mission is to provide our customers with financing solutions that will help their businesses succeed. Everything we do, from products and services to customer interaction, is based on our Four Pillar Philosophy: Integrity, Innovation, Excellence, and Service.

## Integrity

- Respect
- Up-front honesty about credit & financing products
- We won't sell off you or your lease...we are a direct lender, not a broker
- No hidden servicing fees
- Straight answers, straight from u

## Innovation

- Custom lease purchase programs & terms that fit your needs
- Competitive pricing & creative structuring fitting your needs.
- Optional equipment protection program.
- Flexible & convenient payment options
- Flexible billing cycles to meet your cash flow needs

## Excellence

- Excellent products
- Excellent customer service
- Excellent business solutions

## Service

- In-house credit decisions
- Personal service: Customer service questions answered by a Geneva professional
- We understand your industry & equipment, & how it makes you money
- Repeat customer discounts
- Discounted payoffs
- Advance funding for equipment purchase orders (as needed)
- Equipment exchange helping you sell your old equipment for upgrade



*Through our four pillar philosophy, we hope to provide you with a level of product & service that is unmatched in the industry. Geneva Capital approaches each lease as the beginning of a long-term business relationship. Our objective is to create fair, honest financing options that make you a customer for life, not just the term of your lease.*

- Mark Watkins, President, Geneva Capital, LLC



INTEGRITY | INNOVATION | EXCELLENCE | SERVICE

 **Get started today!**

There is absolutely no cost or obligation to fill out an application. Simply fill out the form on reverse & submit it via fax at (320) 762-8402 or complete the online form at:

[www.gogc.com](http://www.gogc.com)



**Geneva Capital** LLC  
Your equipment finance *solution.*