



# DAKTRONICS FINANCE SOLUTIONS



# BUILD YOUR BRAND WHILE MANAGING YOUR BUDGET

Own a premium LED display by making affordable monthly payments. By financing your display, you will simultaneously preserve your current cash line while increasing sales.

PNC, the 4th largest bank-owned financing company, and Daktronics, the world’s leading supplier of LED signs, work together to offer you quality financing options.

You can expect:

- **Highly Competitive Rates**
- **Quick and Easy Process**
- **Variety of Payment Options**



“The most common payment method used by businesses to acquire equipment and software in 2017 was leasing.”

— Equipment Leasing & Finance Industry Horizon Report 2018

# EXAMPLE OF CASH PURCHASE VS. FINANCE

Equipment needed **\$40,000**

Purchase with Cash		60 Month Lease Purchase (\$1 Buyout)					
			Year 1	Year 2	Year 3	Year 4	Year 5
Annual budget allowance	\$30,000	Annual budget allowance	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Purchase equipment now	\$40,000	Payments for equipment (\$800/month x 12)	\$9,600	\$9,600	\$9,600	\$9,600	\$9,600
Budget deficit	[\$10,000]	Budget surplus	\$20,400	\$20,400	\$20,400	\$20,400	\$20,400

Customer still has 68% of five-year budget available

Equipment needed **\$200,000**

Purchase with Cash		60 Month Lease Purchase (\$1 Buyout)					
			Year 1	Year 2	Year 3	Year 4	Year 5
Annual budget allowance	\$100,000	Annual budget allowance	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Purchase equipment now	\$200,000	Payments for equipment (\$3,890/month x 12)	\$46,680	\$46,680	\$46,680	\$46,680	\$46,680
Budget deficit	[\$100,000]	Budget surplus	\$53,320	\$53,320	\$53,320	\$53,320	\$53,320

Customer still has 53% of five-year budget available

Assumptions: These are examples of a cash purchase vs. a 60-month \$1 Buyout lease term (applicable sales and use taxes additional). This is for informational purposes only. Please consult your PNC equipment Finance representative for more information on your lease needs.

## FINANCING BENEFITS

**INCREASE PROFITS IMMEDIATELY**

With no cash invested in your digital display, you have both the money and the equipment working for you. All you have to do is cover the monthly payment and enjoy increased sales from the display.

**AD BUDGET = MONTHLY PAYMENT**

When you have a digital display generating customers at the point of sale, you can consider spending less on other ad media you’re using. Instead, apply those funds toward your lease payment.

**INCLUDES SOFT COSTS**

The digital display, sign structure, installation, and sub-contracting work are all included in the one lump sum.

**PRESERVE BANK CREDIT LINES**

Financing won’t affect your current borrowing limits with your bank. You still have 100% credit available for other needs.

Do you have a monthly advertising cost that isn’t providing a return?

- Newspaper
- TV
- Yellow Pages
- Radio

**IMPROVED CASH FLOW**

After your final payment, you will continue to enjoy the benefits from your display for years.

## CHOOSE AN OPTION THAT FITS YOU.

### ONE DOLLAR BUYOUT

- Most commonly-used option
- Own the sign for \$1 after term payments completed

### MUNICIPAL LEASE PURCHASE

- Similar to One Dollar Buyout
- Solution for city, state, and county entities
- Language accommodates annual budget appropriations

### CUSTOM FINANCING SOLUTIONS INCLUDE:

- Loans
- Leases
- Complete Project Financing

### CREATIVE PAYMENT SOLUTIONS

- Deferred Payments
- Step-up Payment Plans
- Lines of Credit



# FREQUENTLY ASKED QUESTIONS

## Why is financing an LED sign better than a cash purchase?

- Use a digital display even though the price isn't covered in your budget.
- Match the expense of the display to its use as an advertising medium.
- Continue to use the display years after paying off the lease.
- Pay a minimum monthly amount.
- Realize an immediate ROI.
- Preserve your credit line availability.

## How long does approval take?

48 hours for most transactions.

## How do I get my sign?

Your sign is delivered and installed in the same way as if it was purchased.

## Do I have to pay taxes?

Yes. You are responsible for all sales and use taxes and property taxes, just as if you had purchased the digital display. But taxes can be added to your payment schedule.

## Is my payment tax deductible?

Maybe. Some lease structures are tax deductible. Please consult you tax advisor.

## Am I required to provide insurance?

Yes. You must provide evidence of insurance coverage and name PNC Equipment Finance on the policy as an additional insured and loss payee in case of loss.

## Can I pay off my finance early?

Yes. However, there is no real value in prepayment. Your payoff is calculated by the sum of your remaining payments plus any accrued late charges and any purchase option.

## HOW DO I APPLY FOR FINANCING?

### THE PROCESS:

1. You receive your payment quote.
2. You fill out an application.
3. PNC Equipment Finance approves your credit and prepares the lease document.
4. You endorse the documents and return them to PNC.
5. PNC issues a purchase order.
6. Daktronics ships your equipment.
7. PNC confirms the acceptance and funds the project.

### CONTACT

#### **Scott Glass**

Daktronics Finance Program Manager  
503-747-6581 | [Scott.Glass@daktronics.com](mailto:Scott.Glass@daktronics.com)

