

# WATCHFIRE FINANCING



## THE SMART WAY TO “MAKE STREET TRAFFIC YOUR TRAFFIC.”

You're considering harnessing the powerful medium of a Watchfire electronic information display. You probably already know why this vivid, 24-hour, on-site advertising medium will be such a valuable asset to your business or organization. Here's how a Watchfire Financing Plan can increase that value:

- :: Lets the equipment pay for itself from the revenue it generates
- :: Permits the immediate ordering of needed equipment
- :: Allows you all the benefits of ownership without major cash outlays
- :: Lets you capitalize on unbudgeted opportunities
- :: Watchfire electronic display, identification sign, and structure can be covered in a single plan

### FOLLOW THESE EASY STEPS:

1. Establish, with your sign contractor, the most effective electronic information display for your business or institution. Consider a free Watchfire site analysis.
2. Complete the credit application and questionnaire on reverse side and fax back to Watchfire.
3. Enjoy your sign. After financing approval and within weeks of installation, you'll experience new recognition among as many as 75% of the people who drive by your site.

### TIME/TEMP EXAMPLE

Typical Sales Price	\$10,000	\$15,000
Budgetary Monthly Payments	\$230	\$340

### MESSAGE CENTER EXAMPLE

Typical Sales Price	\$20,000	\$40,000	\$60,000
Budgetary Monthly Payments	\$460	\$900	\$1,350

Note: Based on 60-month plan. These examples are not quotes nor offers. Any offer is conditioned on your credit application and other factors. Contact your sign dealer to file your credit application.

# APPLICATION & QUESTIONNAIRE



## :: APPLICANT

FULL LEGAL NAME (BUSINESS ENTITY)			
BILLING ADDRESS			
CITY	COUNTY	STATE	ZIP
LOCATION OF EQUIPMENT			
CITY	COUNTY	STATE	ZIP
CONTACT HOME			
CONTACT PHONE (AREA CODE)		FAX NUMBER	

## :: SIGN DEALER

NAME	
ADDRESS	
PHONE	FAX
SALES PERSON	

## :: PLAN TERMS

TERM	PLAN
MONTHLY PAYMENT	ADVANCED PAYMENT

## :: EQUIPMENT DESCRIPTION

MESSAGE CENTER	COST
SIGNAGE	TAX
APPROX. DATE OF DELIVERY	TOTAL COST

## :: CREDIT INFORMATION

TYPE OF BUSINESS	FEDERAL TAX ID NUMBER	DATE ESTABLISHED
BUSINESS STRUCTURE <input type="radio"/> CORPORATION <input type="radio"/> PARTNERSHIP <input type="radio"/> PROPRIETORSHIP <input type="radio"/> LLC <input type="radio"/> NOT FOR PROFIT <input type="radio"/> OTHER (SPECIFY)		
PRIMARY BANK	ADDRESS (CITY, STATE)	PHONE NUMBER (AREA CODE)
CHECKING ACCOUNT NUMBER	COMMERCIAL OR INSTALLMENT LOAN ACCT. NO.	BANK OFFICER
SECONDARY BANK	ADDRESS (CITY, STATE)	PHONE NUMBER (AREA CODE)
CHECKING ACCOUNT NUMBER	COMMERCIAL OR INSTALLMENT LOAN ACCT. NO.	BANK OFFICER
TRADE REFERENCE/ACCOUNT NUMBER	CONTACT NAME	PHONE
TRADE REFERENCE/ACCOUNT NUMBER	CONTACT NAME	PHONE
TRADE REFERENCE/ACCOUNT NUMBER	CONTACT NAME	PHONE

## :: PERSONAL CREDIT INFORMATION

OWNER/SHAREHOLDER	TITLE	%OWNED	HOME ADDRESS	SOCIAL SECURITY NUMBER
OWNER/SHAREHOLDER	TITLE	%OWNED	HOME ADDRESS	SOCIAL SECURITY NUMBER

## :: CREDIT AUTHORIZATION

I hereby authorize Watchfire and/or selected leasing companies or their agents to make a complete check on our company and to relate the same to others as necessary to secure credit approval. I also authorize the above banks and references to release any information that may be requested by Watchfire and/or selected financing companies or their agents.

SIGNATURE	DATE
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:: MAIL OR FAX COMPLETED FORM TO: Watchfire Signs, Attn: Sales Department, 1015 Maple Street, Danville, IL 61832 :: (217) 442-1020