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The Alliance Bulletin

An Innovative Financial Resource

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E-Newsletter

February 2009

Dear Sam,

ACC offers this newsletter as a means of sharing thought provoking and stimulating articles to our clients and associates. We hope you find them of interest and invite your submission of articles for future newsletters that you feel would be of interest to our readers. We also invite your input with regards to this change of format from a newsletter mailing to an e-newsletter.

Sam Fallenbaum



Breeding Success!

Paying attention was one of the most valuable lessons you should have learned as a child. Paying attention breeds new ideas. It is one of the fundamental steps in achievement.

A major element of achieving is risk. "No risk, no gain!" In order to succeed you must take risks. Risk will lead in many directions, sometimes it leads to failure. Failure is good, and a necessary learning tool of achievement, if perceived in this manner it is a positive building block.

Hang around other achievers, people who are "doers" inspire others to achieve. Read about achievement, study achievement and study successful achievers. Know their top qualities and rate them against your own. To achieve, you must strive to be top notch.

Cultivate your "burning desire." Look at the people around you - are they on fire. You probably look up to those who are. How badly do you want to be one of them? Your answer is a gauge of your own flame.

Be aware of, be ready for and expect - not rely - on divine intervention. Call it a guardian angel or karma, whichever, she is looking to see if you're working hard and paying attention. She will present you with opportunities. It's about working your butt off, being a good person and about being positive. It's also about recognizing the gift when it does arrive and being prepared to act on it.

Take a daily dose of achievement. Take small achievement steps every day. Break down big achievements into small steps. Smaller steps are easier to grasp than the larger ones. They also lead to successful steps. Success breeds confidence and confidence gives strength.

Finish what you start. The habit of completion is one of the hardest to attain. That's why so few people are achievers. Be known as a reliable person who gets the job done. This too builds confidence and strength.

Plan to celebrate the same day you achieve. Reward yourself when you win and don't be stingy about it. Reward is one of the best motivators. As an adult you have a choice in the habits you develop. Develop a "yes" thinker habit, it will lead to auto-achievement. After all you become what you think.

As a child you may not have learned the pay attention habit well, but as an adult you can change that and quite possibly your life.

Offices



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Introduction of New Programs

ACC announces it's new Web Site Development and Implementation Leasing Program

ACC introduces it's " Flexible Financing Program" : 7 x \$100 Program: Lessee pays a \$100 security deposit with first six months at \$100 followed by remaining term at regular payments

• 6 x \$99 Program: Lessee pays 2 security deposits @ \$198 with first six months at \$99 followed by remaining term at regular payments

• 60 -90 Day Deferral for cases where Lessee can't afford to buy now or when the equipment does not generate income at the outset: Lessee will only pay a contact payment of \$25 during the deferral period and not invoiced the regular payments until 60 or 90 days after funding which is in essence a 90-120 day deferral.

• Interval and Seasonal Programs for lessees that need structured payments due to seasonal fluctuations.

-Working capital can now be integrated into a lease up to a maximum of 25% of the total cost of new equipment purchases

-We can now offer working capital loans to credit challenged companies by creating a sale/leaseback equal to 50% of the liquidated appraised value of hard assets regardless of financial statements or credit profiles.

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About Us

Alliance is a national equipment leasing company providing innovative services to manufacturing, wholesale, and professional service industries. Headquartered in Chicago, Illinois, with six offices throughout the United States, the company was founded in 1982 and serves a broad market from small businesses to Fortune 500 companies. What makes ACC unique is it's objective on making financial solutions happen rather than turning opportunities down by focusing on the integrity of the applicant and their ability to meet their obligations, rather than on the equipment it's being asked to finance. ACC is a relationship lender that creates flexible financial solutions to meet their client's unique cash flow needs

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