

The Loss YOUR Business Can't Afford

Without a doubt, lost customers are costing you money. You've worked years in the RTO industry to gain experience, borrowed on all of your assets to finance your business, researched the best location, acquired and trained a top notch staff, spent tens of thousands on advertising, worked eighteen hours a day, but because you are still in a cash flow bind and are not stocking the optimal mix of inventory, you continue to lose customers.

Let's use as an example the customer who was looking for a high-end big screen TV or bedroom suite. If upon entering your showroom he is unimpressed with your selection he will most likely walk out the door and head straight to your competitor. How often does this happen in your store? Once a day? Twice a day?

For discussion, let's assume you only lose one customer a week due to poor inventory selection. What is the impact to your bottom line? If the customer you lost this week was looking for a bedroom suite that would have cost you \$500.00

to stock, how much gross profit did you lose? If you normally mark your inventory up four times (typical of the industry), your business just lost \$2,000.00, a potential up-sell, and a potential repeat customer. Your business is built on repeat contracts. Therefore, by not stocking a \$500.00 item you lost perhaps as much as \$4,000.00 or more. If this happens to you only once a week you are letting at least \$208,000.00 in gross profit slip out of your cash register each year.

**LYNNRAY FINANCIAL
CORPORATION'S
LONG-TERM FINANCING
HELPS ELIMINATE
INVENTORY SHORTAGES
THAT KEEP YOU FROM
LOSING CUSTOMERS**

Lynnray Financial Corporation is a 25-year-old, full service finance corporation specializing in financing RTO store inventory. We offer dynamic, long-term financing solutions to the RTO industry designed to help RTO storeowners achieve positive cash flow. Our programs allow you to expand your inventory and increase funding sources without impacting your existing lines of credit. Don't continue to lose customers due to lack of high-end or specialized inventory items. **Call us at 800-535-4138 and let us help you achieve greater financial success.**



LYNNRAY FINANCIAL CORPORATION
Equipment Leasing / Financing