

From the Desk of Michelle Rodriguez President of HSW Financial the leading buyer of commercial lease portfolios and a premier provider of private label servicingInside Track

Our economy is forcing us to refine our way of business leaving business metrics up in arms. So how can we define success these days when originations are down from 90% to 65% or lower? I believe that we do not have to lose our identity during these times and staying the course is essential, but more than ever we need to explore and exploit options and programs that incite innovation and intellect. As we know, the market has significantly changed and the current mechanisms in place are insufficient to assist us in meeting our bottom line, whether it is year end, quarterly and even monthly goals. I have been in the equipment leasing industry for over 13 years and appreciate its opportunities and possibilities, but the industry more than ever now requires support drivers of change. This is why HSW is designed to be a non-traditional financial institution that's dedicated to creating and driving liquidity into the industry. HSW has a successful track record and healthy reputation of creating operating leverage, velocity, and economies of scale for many of the nation's largest financial institutions in an industry that has been catastrophically imploded by the severe economic turn. It's no wonder that an opportunity to explore matters internationally have presented itself to HSW. **HSW proudly introduces its International Program as an added expansive component to the well-received domestic services we already provide in creating liquidity in our industry. HSW now has expanded and extends its services internationally to the Latin American marketplace, which will benefit our Equipment Leasing Industry providing additional options.** We are currently seeking a strategic alliance with leasing companies or banks that would like to maximize their value chain by participating in our International Program with the use of HSW's infrastructure and market contacts. As an example:

- **HSW hold the market through our Latin American contacts.**
- **HSW hold the infrastructure through our Private Label Programs.**
- **You hold the Asset base through your End of Lease programs and Trac Leases (no funding involved).**

As tough as things are, the easing of capital markets lies in how financial institutions balance the risk of aggressive origination against the risks of default and collections, and the impact on balance sheets and liquidity. So my friends save yourselves the early tax liability and contact info@hswfinancial.com for more information on how you can participate in a \$150ML market.

Michelle Rodriguez

HSW is the leading buyer of commercial lease portfolios and a premier provider of private label servicing supporting the equipment leasing and finance industry. HSW is not a collection agency, nor do we compete with our clients by originating leases as our focus is solely on adding value to our client's needs. This is why the country's leading equipment leasing and finance companies turn to HSW in order to improve their liquidity.