



EQUIPMENT FINANCE MASTERCLASS

March 19 – 20, 2020

Sydney, Australia

Sudhir P. Amembal has been teaching in Australia since 1988. Over a thousand equipment finance professionals and others, throughout Australia and New Zealand, have attended his seminars.

Material for the seminar has been updated to reflect the new accounting standard and any tax nuances specific to the Australian market. The seminar was broadened in recent years to encompass hire-purchase and chattel mortgage, in addition to leasing.

The seminar thoroughly addresses all four products offered by Australian financiers. The seminar enables attendees to:

- Grasp the tax and accounting intricacies and impact of the four products, both from the customer's and financier's point of view
- Understand which benefits are offered by which product
- Counter common customer objections
- Use consultative selling tools
- Understand two of the common financial concepts often used in the world of equipment finance – present value and the internal rate of return
- Minimize customer costs and simultaneously maximize financier benefits
- Strive for ideal attributes sought by customers
- Add value
- Price and structure appropriately
- Navigate the new lease accounting standard

Those in sales and business development will sell more effectively and profitably; those in varied other departments will gain a broad and deep understanding of the financial, tax, accounting, and marketplace aspects of the four products.

The seminar will benefit staff at all levels. Mr. Amembal uses a building block approach – one that will cause newcomers to gain a quick and instant understanding; yet, those with a few or several years of experience will refine their knowledge and definitely learn something new. The end goal of the seminar is to win more transactions and enable profitable growth.

Those who attended his seminars in Brisbane, Melbourne, Perth, and Sydney over the past 30 years have benefited substantially from their participation in this seminar.

Please complete the enclosed registration form and submit back to us at your earliest convenience.

Kind regards,

Kelly Farnham
General Manager



ABOUT THE INSTRUCTOR

Sudhir P. Amembal

Sudhir Amembal is Chairman and CEO of Amembal & Halladay. He began his professional career in lease education, consulting and publications by co-founding the firm in 1978.

Amembal & Halladay is the world's most highly respected training and consulting firm in the field of equipment leasing. The firm has trained over 80,000 leasing professionals throughout the world. Mr. Amembal has conducted technical presentations on leasing in over 80 countries.

As a government advisor, Mr. Amembal has spearheaded lease consultancy engagements conducted on behalf of over 20 governments including China, Indonesia, Korea, Nigeria and Russia. These engagements required him to review the overall leasing industry in each country and devise strategic recommendations to facilitate the growth of the industry.

He has authored or co-authored 17 books on leasing, including: Leasing – The Creative Financing Alternative, Winning With Leasing, Operating Leases: The Complete Guide, International Leasing: The Complete Guide, The Handbook of Equipment Leasing, Lease Securitization, A Guide to Accounting for Leases, and A Guide to Captive Finance Company Equipment Leasing.

He has appeared as a keynote speaker at numerous domestic and international conferences. He has addressed conventions held by all four of the global regional associations – African Leasing Association, Asialease, Leaseurope, and the Latin American Leasing Association. He chaired each of the annual World Leasing Conventions from 1993 until its discontinuance in 2013. Currently, he is the co-organizer and chair of the annual China Leasing Forum.

In 2016, Mr. Amembal was inducted into the Equipment Finance Hall of Fame by the Equipment Leasing and Finance Association (ELFA), U.S.A. The honor is bestowed on those who have made unique, significant and lasting contributions to the equipment finance industry. Mr. Amembal is the first non-lessor to have received this award since the Hall of Fame's inception.

Mr. Amembal serves on the Board of Directors of the Certified Lease and Finance Professional (CLFP) Foundation in the U.S.A., the organization which awards CLFP credentials. Since January 2018, he has served as the Chief Advisor to Juxin International Leasing Co., Ltd., a prominent independent leasing company. He had also served in a similar capacity with CMIG Leasing Group, one of fastest growing independent leasing companies in China. He is member of the Board of Directors of Operadora de Servicios Mega, one of the most entrepreneurial independent leasing companies in Mexico.

For a period of five years from 1997 to 2002, he was Chairman of Amembal Capital Corporation, a middle market leasing company. Prior to 1978, he was a member of the faculty at the College of Business, University of Utah prior to which he worked with Ernst & Young in New York City.

He has a Bachelor of Commerce from the University of Bombay, an M.B.A. from the University of Utah and is a CPA qualified to practice in New York.

www.amembalandhalladay.com



SEMINAR OUTLINE

Equipment Finance MasterClass

March 19 – 20, 2020

A. EQUIPMENT FINANCE OVERVIEW

1. Global/Australian perspective
2. Varied products
 - a. Finance lease
 - b. Operating lease
 - c. Hire-purchase
 - d. Chattel mortgage
3. Distinction between legal, tax and accounting ownership
4. Tax and accounting impact of products
5. Varied players and competitive dynamics

B. GAUGING CUSTOMER NEEDS

1. Varied product benefits
 - a. Financial reporting
 - b. Tax
 - c. Cash management
 - d. Technology
 - e. Convenience/flexibility
 - f. Financial
2. A simple checklist to understand customer needs
3. Tailoring products to meet customer needs
4. Countering common objections

C. FINANCIAL CONCEPTS

1. Present value
2. Nominal and effective rates
3. Internal rate of return

D. MAXIMIZING FINANCIER BENEFITS

1. Margins
2. Tax
3. Financial leverage
4. Auxiliary services

E. MINIMIZING CUSTOMER COST

1. The equipment acquisition process
 - a. The investment decision
 - b. The financial decision
 - c. Financier selection
2. Present value after-tax process
3. Using the appropriate discount rate
4. Breakeven analysis
 - a. Discount rate
 - b. Salvage value

F. IDEAL ATTRIBUTES TO POSSESS

1. A complete list
2. Precluding commoditization
3. Adding value

G. PRICING AND STRUCTURING

1. Arriving at pre-targeted yields
2. Adjustments for risk
3. Pre-tax pricing and structuring
4. After-tax considerations in pricing
5. Structuring to outsmart competition

H. TAX DIMENSIONS

1. Income tax treatment of equipment finance products
2. The tax benefit transfer concept
3. Value of tax depreciation from leases
4. Minimum residual value nuances
5. GST nuances of chattel mortgage, hire-purchase and leases

I. NAVIGATING THE NEW ACCOUNTING STANDARD

1. An overview of the new accounting standard
2. Impact on customers
3. Strategies to consider
4. Operating leases still have life!

J. OPERATING LEASES

1. Varied definitions
2. Unique skills needed to offer product
3. Unique benefits to customer and financier
4. Understanding and managing unique risks
 - a. Residual risk
 - b. Earnings risk
 - c. Funding risk
 - d. Pricing risk
 - e. Analytical risk
5. Related products
 - a. Synthetic lease
 - b. TRAC lease
 - c. Leveraged lease



TESTIMONIALS FROM PAST SEMINAR ATTENDEES

Much greater understanding of asset finance.

Mr. Amembal is very knowledgeable and is a fantastic instructor!

A great refresher course and thorough step by step building blocks provided strong foundation for new concepts.

Concepts are made simple and easy to understand with a good pace.

Structured, informative, detailed, and relevant.

Mr. Amembal's ability to distill concepts to their essence is remarkable. This is the mark of a top-notch teacher.

Helped to understand the varied mechanics of financing varied products from the customer's point of view.

The instructor was engaging, approachable, logical and funny!

Helped greatly to fill many gaps in my knowledge.

Clear explanations of accounting concepts that, as someone with no accounting training, I could fully understand.

Great learning on the loan and lease types as this was very confusing before this course.

Amazing teacher. One of the best I have ever had.

Gained valuable knowledge across many areas in equipment finance.

Mr. Amembal is a great communicator and extremely knowledgeable.

Much better understanding of lease products in Australia.

Made me feel comfortable while answering all my questions.



REGISTRATION INFORMATION

Date & Location: March 19 – 20, 2020
Sydney, Australia

Primus Hotel located at 339 Pitt Street.

Seminar Fee: The fees are as follows. GST is not applicable:

	Early Bird Fees*	Normal Fees
Price per attendee	US\$1,150	US\$1,265

*Registration(s) and payment(s) must be received on or before January 31, 2020.

The above amount is due net to us; in other words, if there are any withholding taxes, such if deducted, should result in our receiving the above amount.

Payment: The full amount is payable in advance by credit card (Visa, MasterCard or AMEX) or by wire transfer. Please indicate your selection on the registration form.

If you choose to pay by wire transfer, upon receipt of your registration form, we will send you an invoice with further instructions.

Cancellation/Refunds: A substitute will be accepted if the originally booked delegate is unable to attend. A refund, less a 10% administrative fee, is available if cancellation is received in writing (via email) to the organizer on or before February 15, 2020. No refunds will be made after February 15, 2020; however, the registration fees, less a 10% administrative fee, will be applied to a future Amembal & Halladay seminar.

General Information: A confirmation packet will be sent upon receipt of payment. Please note that the above fees do not include hotel accommodations.

REGISTRATION FORM
Equipment Finance MasterClass
Sydney, Australia
March 19 – 20, 2020

DELEGATE DETAILS

<hr/>		<hr/>
Name (please print)		Position
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Company Name		
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Address		City
<hr/>		
State/Province	Zip/Postal Code	Country
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Email		Phone (please include country code)

TOTAL AMOUNT OF FEES (GST IS NOT APPLICABLE)

Price per attendee	Early Bird Fees* <input type="checkbox"/> US\$1,150	Normal Fees <input type="checkbox"/> US\$1,265
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The above amount is due net to us; in other words, if there are any withholding taxes, such if deducted, should result in our receiving the above amount.

PAYMENT METHOD (Please check one)

- Visa/MasterCard/AMEX
- Wire Transfer

IF PAYING BY VISA/MASTERCARD/AMEX

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Card Number	Expiry Date (MM/YYYY)	Security Code
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Name (as it appears on card)		
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Company (if company issued card)		
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Billing Address (as it appears on your statement)		
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City	State/Province	Country and Zip/Postal Code
<hr/>		
Signature		

Please return your completed registration form and e-mail to kelly@amembalandhalladay.com.

For questions or concerns, contact Kelly Farnham at kelly@amembalandhalladay.com.