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Volume 08-08-01 **Q'S News- Customer Edition**

**Dear Debra,**

This month we are going to explore business tools.

***"A professional has the proper tools to do the job right."***

***Mike Holmes. Holmes on Holmes. [Globe and Mail](#)***

## Finance Tools

Sale-  
Leaseback

### Cash Management



Leasing is always an excellent finance tool for new equipment acquisitions to match monthly rentals with income and cost savings.

In addition, **newer equipment you already own may be eligible for a sale-leaseback arrangement to turn your investment back into cash.**

**It is an effective finance tool used even by the largest corporations to manage their business objectives.**

For example, Canadian Tire has just announced a deal to sell and lease back 12 of its store properties for \$174-million. Canadian Tire said the company will book a pretax gain on the sale of about \$70-million.

For more details about an equipment sale-leaseback or to inquire about specific assets to unlock cash flow potential, please contact me.

## Software Tools

### Software Leasing



**PowerShift Accounting Software** relies on Questor for customer financing. ***"There's no doubt"*** said President Jonathan Ross, ***"that financing software makes good business sense."***

*Our clients choose Sage MAS software because of its flexibility and ease of use, and those are exactly the same reasons why Questor is our leasing partner of choice".*

One recent lease solution was for an integrated ERP system featuring accounting, distribution and CRM for a Toronto-based telephony supplier.

***"In partnering with Questor, we were able to beat out our competitors,***

***but also beat the financing options from the lessee's own bank by offering 100% lease financing"*** added Janet Martin, PowerShift's Office Manager.

Contact me directly for more details about software finance as a important tool for business management.

## Hardware Tools

### iPhone versus Blackberry Bold.



Just when you signed that renewed three year contract for your Blackberry, they have unveiled a new model, **the Bold**, which is intended to face off against Apple's very successful **iPhone**.

What do the experts say? Both products use the **3G wireless network** and are designed to make the most of your business and personal time.

Many reports say the Bold has not created the media buzz or frenzy that the launch of the iPhone did, but one can't help but wonder if that is just marketing wars, and has nothing to do with product specs.

**For a very good and thorough examination of the two products visits this review below.**

### [Video comparing iPhone and Bold](#)

## Media Tools

### Animoto.com



If you want to make very quick, easy, high-quality videos, this is the service to check out.

Visit this handy site where you upload your images, select a song, and hit the button. Within minutes, your images are made into a video synchronized with the song.

It's very easy to use, a free version is available for shorter videos, and you can purchase a yearly, all- access pass for \$30.

This is also something you could do to produce brief marketing video about your products or services. Consider the difference between a one dimensional brochure, and a dynamic video of images to prospective clients.

Okay, we all admit the Summer 2008 vacation pictures would look great set to music as well...

## Web Tools

### Hello my URL is...

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together?

There is a solution!

Tinyurl.com offers a simple free service whereby you enter in a URL in the text field, and they create a tiny URL that will not break in email postings and never expires.

[Check it out!](#)

## Too "Q"ute

### Happy Diaper Days



The Questor Team extends our warmest congratulations to our own Bill Dost and his wife Maggie Kowalczyk-Dost on the safe birth of their beautiful daughter Faith.

**Welcome to baby Faith!**

Thank you for your interest in this edition of Q's News. We welcome your feedback. Please contact the Q's News Team if you have comments, suggestions or topics you may want us to explore to help your business. We hope you are making the most of your summer!

#### **Ezio Traunero**

email: [traunero@questorfinancial.com](mailto:traunero@questorfinancial.com)

phone: 905 695 0955 x 24

web: <http://www.questorfinancial.com>

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