



# CUSTOMIZED FINANCIAL SOLUTIONS.

Leading the Commercial Equipment Finance Industry





**AYLIN N. CANKARDES** | FOUNDER & PRESIDENT

**“ We pride ourselves on routinely going above and beyond to overcome challenges and surpass customer expectations. It is this focus and commitment to customer service that drives us to get to know our clients and their markets so we are better able to customize funding results. ”**

At **Rockwell Financial Group™** (RFG), we strive to maintain a spirit of creativity while embracing the richness of opportunities that influence our customers and our company. In doing so, RFG has established itself as a leader in the commercial equipment finance industry.

For nearly 15 years, RFG has provided highly customized financing solutions for more than one hundred investment grade corporations throughout the United States. As a boutique private investment firm, RFG targets equipment finance opportunities that exhibit the potential for growth, and a long-term funding relationship.





# INVESTMENT PHILOSOPHY

## Criteria

Having a strong financial partner with a deep knowledge of your business is a competitive advantage. At Rockwell Financial Group™, we are not defined by restrictions as to what constitutes a good deal. We get to know our clients, listen, evaluate and only then recommend a financing solution that best meets a client's needs. Although creativity is at the core of our solutions, we are consistent in our investment criteria, with strong credit functioning as the pillar of each partnership.



At Rockwell Financial Group™, we provide competitive, creative and flexible finance programs to vendors, businesses and developers within the middle market and Fortune 500 companies. With a focus on the material handling, production, energy solutions equipment and technology industries, we are able to cover a wide variety of product needs from \$100,000 to \$20,000,000 per transaction size.

As a trusted financial partner, we assign each client an experienced senior team member. We believe that a consistent partnership of professionals working together can best develop innovative, responsive and successful results.

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## UNDERWRITING REQUIREMENTS

ROCKWELL FINANCIAL GROUP™ ADHERES TO THE FOLLOWING:

- > **BORROWERS MUST BE NEAR OR INVESTMENT GRADE**  
(BB- or better public debt rating, or strong private company)
- > **NON-INVESTMENT GRADE BORROWERS MUST HAVE:**  
a) Positive net income   b) Net worth in excess of \$20 million   c) Annual revenues of \$50 million
- > **A MINIMUM LENDING TRANSACTION OF \$100,000**
- > **THE ABILITY TO FUND MORE THAN \$1 MILLION OF BUSINESS TOGETHER ANNUALLY**
- > **RFG WILL EXPLORE OTHER CREATIVE STRUCTURES FOR THE RIGHT CUSTOMER**



## OUR BUSINESS

### Equipment Leasing

**In thriving markets, companies are expected to purchase and maintain the equipment necessary to keep up with increased customer demands. Negotiating equipment financing with a loan can be a long, drawn out process, which is not always successful. Fortunately, business owners today have the option of economically leasing equipment through either a capital lease or an operating lease, making equipment financing much more feasible. At RFG, Direct Leasing opportunities include:**

- > OPERATING OR TAX LEASES**
- > SERVICE CONTRACT FINANCING**
- > VENDOR FINANCING**
- > CAPITAL/FINANCE LEASES OR LOANS**



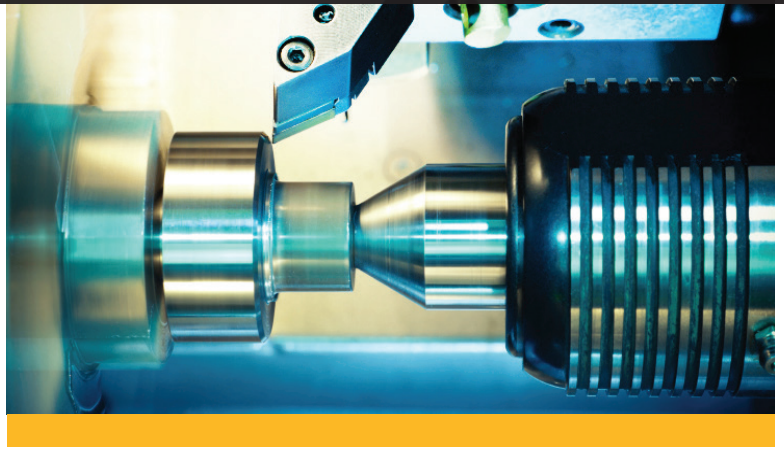
Rockwell Financial Group™'s financing products encompass two distinct programs: Equipment Leasing and Renewable Energy Power Generation. Our ultimate goal is to find leasing and investment opportunities that best fit our client's needs. Whether preservation of cash and bank credit is the top priority, or it's leasing in the face of equipment obsolescence, we promote strategies that set our clients up for success.

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### Solar, Renewable & Project Financing

Rockwell Financial Group™ has an affiliated company, RC Energy Group (RCEG), which operates renewable energy plants and sells electricity generated from solar panels to its customers. RC Energy provides financing on a national basis for commercial, municipal, state and local government solar projects. Its industry expertise and experience in the development and completion of multiple projects, gives RC Energy the ability to negotiate successful power purchase agreements for solar projects throughout the US, often with a customized solution to best meet customer goals.

# ! OUR ACCOMPLISHMENTS



## Success

**Rockwell Financial Group™ competes every day with banks for financing opportunities. How can RFG often accomplish what banks cannot?**

### **EFFICIENT**

**The deal may not be simple, but we keep the process easy and the approval fast.**

### **FLEXIBILITY**

**We understand that financing needs come in all shapes and sizes.**

### **COMPETITIVE**

**Although we strive to find the right solution, we also understand that we need to have price competitive solutions.**

### **SIMPLICITY**

**We provide one convenient source for all asset classes.**

RFG's approach is different. Because we are an independent finance company, we are able to offer an impartial view between the manufacturer dealer and bank options—banks are tied to standardized loan criteria, RFG is not.

To this extent, RFG has successfully helped clients to:

- > Gain fast credit approval, by refinancing a fleet of assets to help a client complete an acquisition within a 10-day timeframe.
- > Attain an off-balance sheet solution for a client to overcome bank covenants and a restrictive operating budget in order to secure unique assets.
- > Overcome the non-standard credit requirements of an international parent company to provide a corporate guarantee for the equipment-financing requirements of its U.S. operating company.
- > Structure a risk-sharing agreement on service contract financing for a high security, not-for-profit entity that had a strong credit profile, but was limited in the financial information it could disclose, due to its security-focused nature.



## OUR STORY

## Diversity

**Rockwell Financial Group is a female-owned financial services company and is a certified member of the Women's Business Enterprise National Council. RFG is able to offer the benefits of this affiliation to its clients to better assist its customers in meeting their Supplier Diversity procurement initiatives. A growing number of top US corporations now enjoy the significant benefits of supplier diversity programs, and their impact on the corporate bottom line.**



We pride ourselves on routinely going above and beyond to overcome challenges and surpass customer expectations. Our initial clients remain valued partners to date. It is this focus and commitment to customer service that drives us to get to know our clients and their markets so we are better able to customize funding results.

Put the Rockwell Financial Group standard to work for your bottom line when it comes to financing your assets.

## Contact Us

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