



Effortless material handling.

(At least the leasing part.)

Don't Let the High Cost of Automation Prevent Your Customers From Moving Faster

First Financial can help you drive more business through leasing with customized finance programs designed to fit the unique needs of your customers. A vendor leasing plan will help you close more deals, and increase transaction sizes – all in less time than traditional bank financing.

Benefits for Your Customers

- Leasing conserves capital and provides 100% financing with no down payment required
- Converts a large cash sale price into a low, affordable, tax deductible monthly payment
- Customers can retain their cash for current needs or other investment opportunities
- Flexibility at end of term allows customers to purchase the equipment or upgrade to newer equipment
- We can also include software, services and soft costs for freight, installation and training –in one lease payment

LEARN HOW WE CAN FINANCE YOUR CUSTOMER'S FUTURE – TODAY!

For More Information Contact:
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dsanborne@ffequipmentleasing.com / 480-363-7554

Solutions First.

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FIRST FINANCIAL CORPORATE SERVICES, INC. UNVEILS REFRESHED BRAND AS FIRST FINANCIAL EQUIPMENT LEASING

New Brand Reaffirms Company’s Commitment to Leasing Industry and Solutions First Customer Approach

Orange, CA, September 2, 2020 – First Financial Equipment Leasing, formerly First Financial Corporate Services, Inc., a leading provider of lease financing solutions, today announced a refresh of its core branding and launch of a new website. Reflecting on the growth and evolution of First Financial Equipment Leasing as a leader in the equipment leasing industry, the new identity elevates the focus of the company’s strength, dedication, and adaptability, while honoring its long-standing *Solutions First* customer approach.

For over 20 years, First Financial Equipment Leasing has helped businesses discover better financing options and implement the latest capital equipment and technologies with customized leasing solutions. The company’s extensive background covers all sectors of equipment leasing including healthcare, material handling and automation, and information technology. First Financial Equipment Leasing collaborates with an array of companies including middle market firms, vendors, dealers, hospitals, and Fortune 500 corporations, with transactions ranging from \$150k to well over \$50 million.

“Since starting this company in 2000, we have grown from humble beginnings into one of the largest independent equipment leasing companies in North America,” said Richard Stebbins, co-founder/co-CEO, First Financial Equipment Leasing. “We want our valued customers, vendors and partners to know that we are the same company, with the same remarkable people, and the same commitment to service excellence – with a new, modern look.”

“As we move forward into this new chapter, our goal remains the same today as it was twenty years ago – to create trusted partnerships through a collaborative approach and offer the best leasing solutions possible,” said Tom Slevin, co-Founder/co-CEO, First Financial Equipment Leasing. “By listening to our customers and understanding the challenges they are facing, we find the right solutions to jointly solve their challenges and ultimately make their lives easier. And this core philosophy will remain a constant at First Financial Equipment Leasing for years to come.”

According to First Financial Equipment Leasing’s COO, John Sandoval, the company’s newly launched website, www.ffequipmentleasing.com, offers an enhanced user experience with a clean, fresh look. “It’s exciting to see how our new name, logo and branding elements give the company an energetic new visual identity with elements of our new parent company, while at the same time, honor the legacy that our founders have built. Our new branding and methodology perfectly align with the support we provide customers at every stage of a leasing transaction, and our team’s commitment to providing an exceptional customer experience.”

About First Financial Equipment Leasing

First Financial Equipment Leasing is an independent provider of equipment leasing solutions for companies acquiring capital equipment and technology. Through its three core divisions – First Financial Healthcare, First Financial Material Handling and Automation, and First Financial Technology – the company assists businesses through every stage of the leasing process to create cost-effective, innovative financial products tailored to their objectives.

Headquartered in Southern California, First Financial Equipment Leasing has multiple regional office locations across the U.S. and Canada. The company is a member of JA Mitsui Leasing, Ltd. (JAML). JAML is a Japanese equipment leasing company providing leasing and financial solutions in Japan and Globally (offices in Asia and North America), with total operating assets of over US \$15 billion. For additional information, please visit the company’s website at www.ffequipmentleasing.com.Hello, world

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First Financial is an independent financial services firm that can assist you with the procurement of capital equipment within the four walls of your distribution center or manufacturing plant.

Let us help you by investing in:

- Aerial & Scissor Lifts
- AS/RS Equipment
- Automated Guided Vehicles (AGV)
- Barcode Scanners
- Batteries and Chargers
- Conveyor and Racking Systems
- Forklifts
- Hydrogen Fuel Cells
- Robotics
- Spotters
- Supply Chain Software
- Vertical Lift Modules

Benefits of Lease Financing with First Financial:

- Conserves capital and provides 100% financing with no down payment required
- We make all upfront payments, so you gain the benefit of your solution when the lease commences
- Option to wrap all project costs like engineering, software, services, freight, and installation into one monthly payment
- Flexibility at end of term allows purchase of the equipment or upgrade to newer equipment

CONTACT: David Sanborne, SVP & National Sales Manager
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Solutions First.

THE PACE OF CHANGE IS ACCELERATING

Don't let the cost of automation prevent you from moving faster. Find out how First Financial Material Handling & Automation can equip your business for the future — **TODAY.**

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Hello, world

https://www.healthleadersmedia.com/finance/4-coronavirus-financial-considerations-health-system-leadersHello, world

First Financial Names Robert Larscheid VP of Sales, Healthcare Division

Orange County, CA – April 13, 2020 – First Financial Corporate Services, Inc., a major independent provider of equipment leasing and financial solutions in the U.S. and Canada today announced Robert Larscheid has joined the company as Regional Vice President of Sales. In his role, Larscheid will manage customer and vendor relationships, and oversee business development opportunities for the company’s healthcare division, First Financial Healthcare Solutions.

“Robert has built an extensive career in the healthcare finance industry making him uniquely qualified to drive success for our healthcare division,” said David Sanborne, National Sales Manager and Senior Vice President. “Given the ongoing changes and tremendous challenges the healthcare industry is currently facing, our commitment to customers, vendors and partners is more important than ever. Robert will be instrumental in helping us meet their specialized needs so they can focus on caring for patients and staff.”

“I was drawn to the company’s reputation within the healthcare industry and their dedication to developing long-standing relationships with their customers,” said Robert Larscheid, Vice President of Sales. “I am excited to join First Financial at this crucial time in the company’s development and look forward to being an integral part of their continued success.”

Robert joins First Financial after spending several years at GE Healthcare Financial Services as a Vice President, where he specialized in managing and growing the company’s healthcare finance business throughout the Central Corridor. He earned a Bachelor of Business Administration degree from the University of Wisconsin-Milwaukee and is an active member of both the Healthcare Financial Management Association and Equipment Leasing and Finance Association. Robert will work out of the new Milwaukee office and can be reached directly at 262-794-7415, or by email RLarscheid@ffcsi.com.

About First Financial Corporate Services, Inc.

FFCSI is an independent provider of equipment leasing and financial solutions for businesses and healthcare providers using technology. The company assists in the management of equipment lifecycles and acquisition of new technology in three main markets: healthcare, material handling and automation, and information technology. Headquartered in Southern California, FFCSI has multiple regional office locations across the U.S. and Canada including Baltimore, Charleston, Chicago, Milwaukee, New England, Orange County, Pensacola, Phoenix, San Francisco and Ontario, Canada. The company is a member of JA Mitsui Leasing, Ltd. (JAML). JAML is a Japanese equipment leasing company providing leasing and financial solutions in Japan and Globally (offices in Asia and North America), with total operating assets of over US \$15 billion. For additional information, please visit the company’s website at www.ffcsi.com.Hello, world

FIRST FINANCIAL
HEALTHCARE IS
WELL POSITIONED TO
PROVIDE HEALTHCARE
ORGANIZATIONS OF ALL
SIZES ACCESS TO
LIQUIDITY AND RAPID
FINANCING SOLUTIONS



We realize as you scramble to do everything possible to prepare and upgrade your facilities for the threat of COVID-19, you are becoming financially squeezed. While revenues are shrinking, expenses are skyrocketing. Considering the tremendous financial pressure you are under, we understand the hard decisions you are facing.

Over the last several weeks, we have answered the call from our customers in the healthcare industry needing immediate access to capital to procure critical care equipment and medical supplies. With many lenders and service providers pulling back, we are stepping forward with 20 years of success and a strong financial backing – all to provide you with access to liquidity and rapid financing solutions.

Whatever your budget or equipment needs, we have programs available for varying levels of credit with approvals being grated on an expedited basis. We are also offering 100% financing with zero down, and a 90-day deferral on payments so you can retain your cash for emergency situations. We anticipate that as vendor lessors and banks continue to shrink away from this market, credit markets could continue to contract and become more challenging. Because we are backed by institutional investors and not a bank, we are well-positioned to finance all your procurement needs.

At First Financial Healthcare, we stand ready to take care of you so that you can focus on the care of your patients.

Contact me today for additional information: Dave Sanborne, 480-363-7554 or dsanborne@ffequipmentleasing.com.Hello, world