



Hire Companies

Like most hire companies, you have probably invested a lot into your equipment. Unfortunately, supply sometimes outstrips demand and there may be certain times when you are not at 100% capacity. This idle time cuts directly into your bottom line as profit you can never recover.

Ormita provides hire companies a way to earn revenue from their idle assets and use this income to offset their cash costs.

As with most businesses, you rely on a certain number of sales just to cover your basic overheads: rent, electricity, telephones and wages. Added to this are your costs to acquire more equipment, advertise, reward staff, maintain and repair your assets and pay your accountants and attorneys - to name just a few.

After you have reached a certain level of sales every month any additional income is pure profit. Unfortunately every item not hired out today is profit you are losing which you will never be able to recover.

The value of DVD's left on the shelf, cars parked in your yard or machinery lying idle represents the level of profit denied to your business because you lack the additional customers to hire them now.

Ormita offers rental businesses the opportunity to attract new customers who may presently go to your competitor's business.

These new customers are business owners, like you, who are looking to save cash and trade what they have for what they need. They prefer to deal with companies who accept Ormita as a method of payment and they provide a way to increase your level of income and offset your existing expenses.

Your range of hire products which were previously under utilized, and generating no income at times, will now have higher rate of use and will earn you revenue.

In reality the income earned has cost you nothing except the increased use of your existing assets.

Ensuring You Can Spend

Before accepting a new member we work with them to create list of their regular and planned expenses.

We then find suppliers who agree to sell to them on an ongoing or once-off basis as required.

We typically aim to recover at least \$2,000 worth of your existing overheads every month by offsetting them against the same amount in new sales.

Hire companies can also opt to charge a small percentage (up to 20%) of each sale in cash to recover their costs for Sales Tax/GST/VAT, our fees and maintenance of the hired item.

Your overheads are covered, you have more cash in the bank and your new sales are taking customers away from the competition!

Summary of Benefits

- ✓ Takes customers away from your competitors.
- ✓ Even though you have a large amount already sunk into equipment and facilities there should be a relatively low cost to service additional customers once your overheads are paid from your current cash sales.
- ✓ Ormita provides an excellent way to reduce your current overheads and make those additional purchases without sacrificing any of your valuable cash.
- ✓ Save cash on capital expenditures by offsetting them against new sales.
- ✓ Advertise for new business without the need for additional cash outlay.
- ✓ Obtain high quality goods and services for almost nothing - simply the cost to hire out your existing equipment.
- ✓ Using Ormita you can reduce your current cash outlay while increasing your portfolio of customers, creating more referrals and improving your balance sheet.
- ✓ Ormita is new business which contributes directly to your bottom line.

A Unique Offering

- 💰 The customers we bring you pay you cash to cover your transaction costs, sales taxes and other expenses.
- 🕒 24 hour, 7 day a week live brokerage services.
- @ Buy, sell and transfer funds online.
- ✕ No monthly fees and no annual fees.¹
- 🔪 Lowest overall price in the industry.
- ✓ No cash outlay until we have met both your buying and selling needs.

¹Subject to customer meeting minimum trading volumes per month.

Read more on the next page

Some other Benefits of the Ormita Service

Save Cash

- Realise full market value for non-recoverable, non-recyclable, limited commodities or otherwise unsold stock or time.
- Access interest free credit and repay borrowings with new sales.

Increase Your Asset Base

- Buy at a discount of up to 90%.
- Invest in other businesses without the need for cash.

Increase Your Financial Liquidity

- Convert existing bad debts to assets.
- Pay existing creditors from new sales.
- Convert equity from slow moving inventory or unsold appointment time.

Attract New Cash Paying Customers

- Access innovative ways to new cash contract tenders.

Build Your Brand

- Build a community network around your brand.
- Expand distribution channels and market reach.
- Align your business with charities and community enterprises.
- Gain repeat business and take customers away from the competition.
- Improve your social standing, customer and staff loyalty.
- Create local business opportunities within your community.

Retain Staff and Customers

- Create customer loyalty programmes.
- Provide staff incentives.
- Implement a staff donation/giving programme.
- Pay for client entertainment.

Become More Efficient

- Substitute imports with higher quality, locally provided goods or services at wholesale price.
- Decrease wastage and develop new consumer habits.
- Get more out of your employees with employee rewards and buying programmes
- Take overstocked, last season or end-of-line items off-market while earning full retail value.

With Ormita your new customers cover your transaction costs, sales taxes and other expenses.

Turn Non-Producing Assets Into

... Advertising, Asset Purchases, Business Supplies, Capital Expenditure, Client Entertainment, Equipment Purchases, Food, Freight, Graphic Design, Hardware Leases, Health and Beauty, Holidays, Maintenance & Repairs, Marketing, Medical Services, Needed Goods, Office Supplies, Packaging, Promotional Items, Refurbishments, Signage, Staff Rewards, Stationery, Technical Supplies & Services, Travel, Wholesale Items...

... and much more...

And our customers pay your sales tax, our fees and most of the replacement cost of your product – in cash.

How we make it happen

- Step 1** You register your interest online with Ormita.
- Step 2** One of our Client Directors will meet with you to create a needs analysis of your regular and upcoming business expenses, community commitments, investment goals and lifestyle enhancement ideas.
- Step 3** A buying schedule will be created - representing a minimum of \$2,000 worth of you cash expenses per month.
- Step 4** Your Client Director will find suitable suppliers to provide many or all of these expenses.
- Step 5** Once our suppliers agree to sell, your business begins its commitment to provide a fixed amount of your product or service to our other customers.

You are only charged fees once we have a commitment from our other businesses to supply to you.

You only begin selling once we have a regular spend cycle in place for you.

No false commitments – just a business working to meet your needs.

Become a Member Today:

Do you want to know more about Ormita or become a member?

Enter your details at www.ormita.com and one of our representatives will contact you shortly.

You can also phone us on any of our numbers across the country, speak to your local representative or email us at customer-service@ormita.com.



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