

New Toro® Irrigation Leases

Operating And Capital Leases Bring You Technology And Control

There's an old saying in business, "It takes money to make money." But now Toro® says you can save money by saving money with irrigation leases.

Toro Financing has expanded the concept of irrigation leasing. Beginning in August, Toro Financing now offers both operating and capital leases for irrigation systems. Operating leases are an exciting option now available in the irrigation industry. These leases can help you dra-

you avoid the upfront system purchase, which frees up your bank line or cash flow. The low monthly payments are then considered operating expenses within your maintenance budget, rather than capital expenditures. On most balance sheets, it's treated as a rental.

The economic benefits continue with the increased efficiency of a Toro central control irrigation system. By running sprinklers only when and where they're needed, you can save quite a bit on your water bill,

of-the-art central and satellite control systems today, at a fraction of the full cost," explains Chris Fielding of Toro Financing.

"Then you get to choose at a future date whether it still meets your needs. It's anticipated there would be improvements in technology to afford greater functionality at the end of that 36 month period. So you have the option to keep your system and pay for it outright, or upgrade to the latest and greatest with a new operating lease."

Leasing Made It Possible

As wonderful as operating leases sound, capital leases are another sound business option to obtain not only the latest central and satellite technology, but to bundle design fees, installation labor and all components including heads and pipe into one low payment. Both ventures are relatively new to the irrigation industry and the two types of leases can be combined to meet the needs of any project. Early adopters are realizing immediate payoff.

One golf course superintendent who knows the value of a capital lease is Dan Schmidt of the Valle Vista Country Club in Kingman, Arizona—a non-profit, 18-hole course controlled by its property owners.

Valle Vista operates with a very limited budget. The course's funds are stretched even further by its desert location, which requires the club to buy huge volumes of water. Even worse, Valle Vista's antiquated sprinklers were all hand-adjusted and inevitably wasted water.

"It was very labor intensive," Schmidt explains. "With over 300 stations, it's just a bunch of clocks that you'd try to manually adjust every day. It would take one guy 12 hours. So we've seen a lot of over-watering and under-watering," he says.

"We had no idea what we were putting out a day, unless you went and read the mechanical meters. We pay over \$150,000 a year in water and we need to utilize every ounce of that water to go to a good cause. We can't afford to waste any."

Schmidt realized the club desperately



Toro's new irrigation leases give superintendents the ability to better utilize water resources.

matically lower your upfront cost while providing greater irrigation control and reducing your water consumption. You save in the short term and the long term!

As amazing as that may sound, it's actually a simple financial concept: Now you can lease Toro central control and satellite technology for your irrigation system. With just a low monthly lease payment instead of a major purchase, you'll have the latest and greatest control software and components, plus the advantage of convenient, flexible upgrades.

Benefits Of Operating Leases

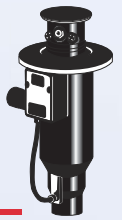
There are many good financial reasons for choosing an operating lease for irrigation control technology. Obviously,

not to mention maintenance costs.

Another great aspect of operating leases is the flexibility it gives you to stay current with new technology. By having a relatively short-term lease contract (typically three years) you're assured of being able to keep your system up-to-date. When the lease expires, simply establish a new lease and upgrade with any advancements that have come along since your system's installation. You'll enjoy the newest software or peripherals and your golf course will enjoy superior irrigation control.

If you prefer, when the leasing period is complete, you can simply purchase the control system for its fair market value price.

"This is an opportunity to use state-



needed a more modern, more efficient irrigation system, but the funds weren't available.

"We just didn't have the money to spend," he says. "We're a low-budget golf course. With our Board of Directors, if they couldn't pay for it out of their pocket, they felt we couldn't afford it."

Then Schmidt heard about the new leasing options for Toro irrigation systems. Working with his irrigation supplier, a proposal was presented to Valle Vista's accountant and Board of Directors. They liked the numbers and agreed to the plan.

"Without the lease program we would never be able to acquire this system," Schmidt says confidently.

Savings Of Water, Time, Money

Valle Vista had credit approval within 24 hours. "The reaction time was wonderful," says Schmidt. "They were more than happy to work the lease any way we needed."

Schmidt and Valle Vista leased a Toro® SitePro® central and E-OSMAC satellite-based irrigation system. The benefits were immediate.

"It gives us a lot more control," Schmidt says. "It's great to control what water goes where and how much, especially when you're on an allotment. We can format the program to what we need it to do. The computer adjusts for temperature and relative humidity and ET and everything."

Valle Vista had been using 200 million gallons of water a year. With the increased efficiency of the OSMAC system, they're now projecting annual water savings of 40 million gallons, which is about 20% of their water consumption and an estimated \$30,000 annually.

"With SitePro, I create a flow-graph of exactly what the system's going to put out that night," Schmidt explains, "and I can see if I need to percent adjust up or down at individual stations, just by using my computer. When I check the course, if I see stress spots I just go back to my



Dan Schmidt has taken control of water use and irrigation costs by leasing his irrigation system at Valle Vista Country Club in Kingman Arizona.

computer and adjust it to give them more water time."

In addition to irrigation efficiency, the control system created huge labor savings.

"The computer really takes a lot of work off of us," Schmidt adds. "Before, we needed two guys on sprinklers, one to turn them on at the timer box, another one down on the fairway to see if the sprinkler's coming up. Now with the OSMAC radio handhelds, one guy could work the heads by himself. You push in a code on the radio and that sprinkler comes up," he says.

"With the computer, it's less to worry about. You come in in the morning, check your screen and make sure everything is good. It frees up your time to do more things."

Only From Toro

Leasing makes perfect sense from a number of perspectives. It's a very affordable way to get today's technology, today. Your current irrigation system can be instantly enhanced for top efficiency.

Such a major innovative step could

only be possible with a respected industry leader like Toro. Superintendents and course owners can consider leasing satellite technology with total confidence, knowing the proven support and resources of Toro are behind them.

Whether choosing operating or capital leases, you reap the benefits of improved irrigation with a low monthly payment.

"The lease prices aren't really much money," Schmidt says, "and you don't have to come up with a large amount all at once."

Course renovating is an ideal time for expediting the design and installation of sprinkler systems, a capital lease makes the process even more convenient.

If you've considered an enhanced, higher-efficiency watering system, talk to Toro about the benefits of leasing.

"This really helps the small golf course and country club to get up to date and compete," Schmidt concludes. "When you better utilize your water, especially if you purchase it like we do, the better off you are. It's going to turn this golf course around." ■