Using UCC Data to Identify Hot Prospects
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*Equipment Sales and Marketing: The New Rules*

- **Who is EDA**
- **What’s a UCC?**
- **Prospecting with UCCs**
- **Prospecting with UCCs 2.0**
Equipment Sales and Marketing: *The New Rules*
Problem 1: 
Buyers have become desensitized to marketing
One-to-many marketing no longer works!
Buyers are looking for...
and expect...

one-to-one conversations.
**Timeliness and Segmentation**

Send the right message, to the right audience, at the right time.
Problem 2: Consumer confidence is shaken
Focus on active buyers

Buying activity = positive cash flow = growth
Problem 3: Without new leads, sales reps will continue to call the same prospects.
Who is EDA?
Who is EDA?

- Nation’s premiere provider of UCC-1 marketing intelligence
  - Unmatched access to the detailed purchasing history of equipment buyers

- Equipment Data Associates, est. 1988
  - Headquartered in Charlotte, NC with 55 employees

- Track financing activity in eleven industries including:
  - Agriculture, Construction, Copiers, Lift Trucks, Logging, Machine Tools, Printing, Trucking, and Woodworking
Who is EDA?
Who is EDA?
What’s a **UCC**?

A UCC is what a lender uses to perfect a lien on a piece of collateral. The filing notifies other lenders, dealers and other interested parties that there is a security interest in a piece of collateral.
When is a **UCC** filed?

A filing takes place when the financing agreement is completed with the debtor. It is the lender’s responsibility to file promptly to secure the collateral.
How is a **UCC** filed?

The lender uses a form called a UCC-1 indicating an original agreement is completed and filed with the Secretary of State in which the debtor resides.
What's a UCC
What’s a UCC
What's a UCC

1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names

   OR

   AUTOBELL CARWASH, INC

   Howard

   1521 EAST 3RD STREET

   CITY

   CHARLOTTE

   TAX ID #: SSN OR EIN

   ADD'L INFO: ORGANIZATION DEBTOR

   TYPE OF ORGANIZATION

   JURISDICTION OF ORGANIZATION

   ORGANIZATIONAL ID #: IF ANY

   NONE
What's a UCC

3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR E.F.P) - insert only one secured party name (3a or 3b)

<table>
<thead>
<tr>
<th>OR</th>
<th>5a. ORGANIZATION'S NAME</th>
<th>3b. INDIVIDUAL'S LAST NAME</th>
<th>FIRST NAME</th>
<th>MIDDLE NAME</th>
<th>SUFFIX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CIT Technology Financing Services, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3c. MAILING ADDRESS</th>
<th>CITY</th>
<th>STATE</th>
<th>POSTAL CODE</th>
<th>COUNTRY</th>
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<tbody>
<tr>
<td>1201 Centurion Parkway North Suite 100</td>
<td>Jacksonville</td>
<td>FL</td>
<td>32256</td>
<td>USA</td>
</tr>
</tbody>
</table>
What's a UCC

4. This FINANCING STATEMENT covers the following collateral:

   2 TOSHIBA 2500 COPIERS S/N SCBJ731576 & SCBJ731505
   1 TOSHIBA 282 COPIERS S/N SCUI734399
Prospecting with UCCs
Prospecting with UCCs

Look for the UCC research or search link on the SOS site.
Prospecting with UCCs

Search Results Include Filings Through 12/27/2011 12:00:00 AM

The North Carolina Department of the Secretary of State adopted the IACA list of Ending Noise Words pursuant to Administrative Rule 503.4

The words and abbreviations indicate the existence or nature of an entity. These business endings will be ignored in a UCC search.

To see a list of these words and abbreviations, click here.

Search for company or individual name

Elaine F. Marshall
Secretary

North Carolina
DEPARTMENT OF THE
SECRETARY OF STATE
PG Box 29622 Raleigh, NC 27626-0622 919/877-2000

Search
Clear
Prospecting with **UCCs**

North Carolina Department of the Secretary of State

**Elaine F. Marshall**
Secretary

**Search Results Include Filing & Through 1/27/2011 12:00:00 AM**

The North Carolina Department of the Secretary of State adopted the IACA list of Ending Noise Words pursuant to Administrative Rule 501A.

The words and abbreviations indicate the existence or nature of an entity. These business endings will be ignored in a UCC search. To see a list of these words and abbreviations, click here.

**Standard PA9 | Non-Standard PA9 | File Number**

- Organization
- Individual

**Organization Name:**

Autodial Car Wash

[Image of a webpage with search results and fields for filing information.]
Prospecting with UCCs

Click file number to view record

<table>
<thead>
<tr>
<th>FileNumber</th>
<th>Filing Date</th>
<th>Name and Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>19980082304</td>
<td>1/13/1998</td>
<td>AUTOBELL CAR WASH INC, 2910 SELL IND. BLVD, CHARLOTTE, NC 28204</td>
</tr>
<tr>
<td>20020607012C</td>
<td>6/18/2002</td>
<td>AUTOBELL CAR WASH INC, 1921 E 3RD ST, CHARLOTTE, NC 28204-3200</td>
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<tr>
<td>20030096784</td>
<td>3/10/2003</td>
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<tr>
<td>20040006578B</td>
<td>10/6/2004</td>
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<tr>
<td>200500126588</td>
<td>10/20/2003</td>
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<td>20060024041C</td>
<td>3/30/2008</td>
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<td>20070020140G</td>
<td>1/3/2010</td>
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Prospecting with UCCs

Click file number again to view actual UCC-1 filing
Prospecting with UCCs

Click file number again to view actual UCC-1 filing
Prospecting with **UCCs 2.0**

- Specifies UCCs filed in the first quarter of 2008 only.
- Looking for equipment in Charlotte, NC.
Prospecting with **UCCs 2.0**

This query returns 292 pieces of equipment financed by 66 unique buyers.
Prospecting with UCCs 2.0

Export query results in any of several report options.
Prospecting with **UCCs 2.0**

Here's the equipment we found on the NC SoS site, plus lots more!
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Also export a deduped mailing list spreadsheet.
Prospecting with UCCs 2.0

Here's the buyer we found on the original search.
Prospecting with UCCs 2.0
Prospecting with UCCs 2.0

a whole lot more!
Prospecting with UCCs 2.0

Use this list to:

1. Send to Telemarketing to schedule appointments

[Table and spreadsheet content]
**Prospecting with UCCs 2.0**

Use this list to:

1. Send targeted, relevant direct mail based on age and type of equipment financed.
Prospecting with UCCs 2.0

Use this list to:

3. And, provide to sales reps as a focused prospecting list.
Using UCC Data to Identify Hot Prospects

1. The days of batch-and-blast marketing are gone; buyers are looking for **timely, relevant** messaging.

2. UCCs offer copier dealers a way to focus their prospecting efforts through segmentation by **age and type** of equipment.

3. Every Secretary of State’s office offers searching, albeit limited, for UCC filings.

4. EDA’s online database of UCC records enables searching via 24 filters to produce **highly targeted** prospecting lists.
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Thanks for your time!