

Top Ten Lease Takeover Reasons

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Swapalease.com the World's Largest Lease Marketplace had recently released the Top Ten Lease Transfer Reasons. As a follow-up and complementary effort Swapalease.com is announcing the Top Ten Lease Takeover Reasons. Swapalease.com management said that the present list is also based on a two-tier approach stemming from user feedback, but of course from the other side of the lease transfer equation, the lease buyer.

1. Short term leases
2. No money down
3. Incentives offered by motivated lease sellers
4. Attractive monthly payments
5. Easy and straightforward process
6. Want or need a new vehicle
7. Permits changing vehicles often
8. No hidden fees or charges
9. Vehicles with extra remaining miles
10. Leases with attractive buyouts

Interestingly, the common theme from the lease takeover perspective is one of flexibility, rather than financial concerns as was the case with transferees. Similar to their counterparts, lease buyers are often motivated by lifestyle changes. This is well illustrated by Swapalease.com encountering multiple clients that have used the service to obtain a convertible for their warm weather home in the summer months and a SUV for their cold weather residence in the mountains during the winter.

Also noteworthy is the third position, the idea of incentives being offered by motivated sellers. Not only noteworthy due to the fact that a seller may be willing to pay you to take over their vehicle, but also because Swapalease.com holds the patent to this online technology. As a result, Swapalease.com is the only automotive web site where users can benefit from cash incentives effectively making all lease offerings attractive.

Swapalease.com is the world's largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company's patented processes. Conceptualized in 1997 it has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer.

Swapalease.com has been featured in stories by CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google.com as an online marketing case study.

The company is headquartered in Cincinnati, Ohio, and is privately held. For more information please call 866-SWAPNOW (866-792-7669).

NOTE TO EDITORS: Mr. Hall is available for interviews.