

BALBOA HELPS AJL LITIGATION MEDIA RESPOND TO THEIR GROWING BUSINESS NEEDS

Business Overview

AJL Litigation Media is Southern California's largest and most experienced team of Legal Media professionals. They provide evidence presentation, media production, and technical expertise to clients in all phases of the litigation process. Since their inception in 1981, AJL has practiced commitment to quality, service and team building. Headquartered in San Diego, California, AJL features state of the art video production equipment and a full team of media professionals. They offer services ranging from video recording of depositions, to electronic litigation support, graphic design, and trial presentation equipment for use in the courtroom. The equipment that AJL uses to respond to the various evidence presentation needs of their clients is a vital component of the services they provide to attorneys on a daily basis. Equipment such as Elmo visual presenters, LCD projectors, and multimedia computers are at the heart of the state of the art technology that drives this active business. AJL Litigation Media also uses broadcast-quality video editing and duplication equipment to ensure that the quality of the end product is of the highest standard. President August Larsen and the rest of the AJL team of media professionals ensure that they provide the highest level of technical quality and client sensitive service.

Business Challenge

With the number of clients growing and technology advancing daily, AJL needed to quickly acquire specialized video and multimedia production and presentation equipment essential to their work. In the legal media business, requests for a wide variety of services frequently appear with little or no advance notice. AJL needed a financial partner that could deliver results quickly and be able to adjust to the time sensitive nature of their work. They had no time or desire to deal with vendors, wait for their paper work to process, or make outrageous monthly payments. A fast turnaround time was critical in their decision to work with a leasing company.

Solution

Balboa Capital set up August Larsen and the rest of the AJL team with an FMV lease capped at 5% and a three year term with one payment in advance. This allowed for AJL conserve cash for other business needs. AJL expected their account manager, Jered Takeuchi, to be available whenever they needed him. Jered was able to email documents, coordinate with vendors and send all necessary purchase orders to the manufactures in the same day. This yielded immediate results delivering AJL the efficiency and speed they demanded. "Jered and his team are consummate professionals," said Larsen. "Jered's cordiality, focus and attention to detail make major equipment purchases a pleasure."

Results

Balboa Capital helped AJL Litigation Media lower their payments and maximize cash flow all while providing fast, quality service. With their new cameras, computers, recorders and other multimedia production and presentation equipment, AJL was able to continue to provide their clients with first-class service. AJL's positive experience with Balboa has resulted in their returning yearly for a total of seven leases. "Balboa Capital has always been there for us," says August Larsen. "I have never seen a more responsive financial services firm in the 25 years that I have been in this business. Balboa Capital is an essential part of the AJL team."

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Balboa Capital provides equipment leasing and financing to small and mid-sized businesses across the United States. The Company has experts in a number of industries including all aspects of Technology, Fitness and Recreation, Automotive, Medical, Manufacturing, Transportation, and Foodservice and Hospitality.

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