

How to Sell a Lease

Start by asking your customer these questions.

Remember: It's important to understand if you have an ideal customer for a lease.



What payment can you afford?



How do you plan to use the vehicle?



How frequently will you be riding the vehicle?



How is your credit? Is it above a 660+ FICO score?

🏠 Selling tips



What products and accessories can you sell to the customer?

Any eligible, genuine BRP accessories which must be returned with leased vehicle.*



What back-end products can you sell to the customer?

B.E.S.T., Extended Warranties, Tire & Wheel Protection, and Service Contracts.

*A list of excluded accessories can be found in the BRP Leasing Sales Bulletin on BOSSWeb.

Great leasing customer	Not a great leasing customer
✔ Wants 2-4 year trade cycle and not a long-term commitment	✘ Wants to "own" the unit
✔ Wants or needs lower payments over a shorter time frame	✘ Wants to be able to treat the vehicle how they like
✔ Doesn't want to worry about future value of the vehicle	✘ Wants to keep the unit for many years
✔ Wants the latest model, new technology	

Check out your Dealer Handbook

For Lease Terminology, see [pages 15-16](#)

For Customer Concerns & Responses, see [page 21](#)

For Customer FAQs, see [page 23](#)

For Leasing Application & Contract Review, see [page 24](#)

Contact the team!

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