



May 9, 2014

TO: NADA Legal and Regulatory Affairs

RE: May 8th Memorandum regarding Biweekly Payment Products

Dear Sir or Madame,

Equity 4 U was alerted regarding your recent Memorandum pertaining to biweekly payment products. We always appreciate comments from our industry that could improve the servicing of our customers.

Full disclosure, accurate presentations, and offering an outstanding product have always been our highest priority. While we understand it is a challenge to educate the entire industry, we can, however, control proper training of our associates and partners regarding the cost and benefits of our biweekly product. We assure you that this has always and will continue to be of utmost importance to Equity 4 U. Since 2003, we have taken pride in presenting an option to customers who wish to improve their equity position and further offering the convenience of automated electronic payments.

Additionally, the memorandum states much of what we communicate on a daily basis to our industry partners. However, there are critical benefit items missing from your assessment. If I were a dealer with average knowledge of biweekly payments or payment acceleration I would believe the only net benefit, as you stated, is interest savings. If that were the case then I wholeheartedly agree it is difficult to find a positive net benefit for every customer. Fortunately our customers and partners understand the FULL benefits of the program, which include a better equity position. I believe the omission of these additional benefits greatly skew the decision making process for the Dealer.

In the future, should you wish to communicate further regarding our product, we invite you to contact us.

Regards,

Mike Hull
President & CEO