



Built-In Financing, Big Results

Easter Fence, Inc. made GreenSky® Program financing a standard part of every bid. Now they're seeing the boost to their bottom line.



Easter Fence, Inc., founded in 1957, has built fences, decks, sunrooms, and outdoor living spaces in the metro St. Louis area for nearly 70 years. For DJ Schrum, Easter Fence's Director of Sales and Marketing, the company's strong past set the perfect foundation for long-term growth. His role was to drive changes that would modernize the company's sales and marketing tactics and position it for the future.



THE CHALLENGE

Although sales were strong, Schrum knew there was room for improvement. One thing he noticed was that the company did not have a process in place to consistently offer financing to Customers. He saw this as an opportunity.

In order to realize its vision, the company needed to prioritize financing options by streamlining its processes. If done correctly, Schrum knew they could close more deals and increase their average ticket sizes by giving Customers more options.

Easter Fence Sales Data Since Including Financing on Every Proposal

+40%

YOY Sales to Date

+5%

Close Rates to Date

Results may vary.*

Source: Easter Fence, Inc. sales data.



"If we don't offer financing, our Customers don't see it. Doing it every time sets us up for more success."

—DJ Schrum
Director of Sales & Marketing, Easter Fence, Inc.

THE SOLUTION

First and foremost, Schrum wanted to make financing an automatic piece of the sales process. Schrum was pleased to see that GreenSky was already integrated with Builder Prime, Easter Fence's soon-to-be new CRM. That further simplified his plan to introduce financing.

From there, selling financing was simple.

"We made the decision to include financing on every bid. The integration to the CRM made this easy; it was automatically included on the bids, and we encouraged our sales teams to discuss it," said Schrum.

With a mix of plans that was appropriate for their target Customers, Schrum was certain his teams would see benefits right away. And the GreenSky® Program's seamless process made things easier and easier as they went along.

RESULTS & IMPACT

The Benefits of Financing

Since integrating financing into every bid, sales are pacing up 40% year-over-year, with close rates up as well. Schrum has also noticed that financing is enabling Customers to add extra features and expand the scopes of their projects, with credit granted amounts consistently meeting and exceeding their needs.

Cash Flow

In addition to boosting sales, financing also brought value to Easter Fence's cash flow. Schrum noticed that Customers didn't always make their final payments at the completion of the job, leading to months of waiting for the final payment. With GreenSky® Program loans, the company could be certain that the remaining funds would be provided as soon as the job was done.

"If I finance through the GreenSky® Program, as soon as the project is completed, we're paid, the money is in the bank," said Schrum.

Want to see what financing could do for your sales?

Contact GreenSky®



"I think that the simplicity of showing a total dollar amount financed and a monthly payment on the bid makes a big difference and has made a large impact on my sales."

—Neil Harrison
Deck & Fence Sales, Easter Fence, Inc.

Customer Satisfaction

Neil Harrison, Sales Consultant at Easter Fence, has seen firsthand the power of introducing financing to Customers in the field. His favorite part of the GreenSky® Program is its simplicity; he can speak confidently to the available plans, and attaching financing to the bid gives Customers a clear visual.

Added Harrison, "I'll say this unequivocally: if they've done business with GreenSky, they're satisfied Customers and they're repeat Customers; they'll come back."

Conclusion

"Our sales team may have thought we were making life harder by including payment options in every proposal. We were actually making it easier ... and they're seeing the results," said Schrum. With the GreenSky® Program firmly in place, teams trained and confident, and financing now standard in every bid they send out, the sky is the limit for Easter Fence.



*Individual results vary by Merchant based on Business size, Customer base, geography, and other factors. The results shown reflect Easter Fence, Inc.'s specific experience and are not guaranteed or necessarily representative of results other Merchants may achieve.

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