

## Topic: Home Improvement

# The Power to Close More Deals®

Here's how financing solutions from GreenSky® can help increase your Customer's buying power and boost your close rates.

## Overview

GreenSky can help you delight your Customers and grow your Business by adding a powerful tool that could give your Customers access to more purchasing bandwidth. But that's just the beginning!

## Benefits

**You may have the opportunity to close more deals** with financing plans that meet your Customers' needs: from fixed rate loans with consistent monthly payment amounts to promotional plans that offer no payments and no interest if the purchase balance is paid in full during the promotional period.<sup>1</sup> Presenting payment options and comparing plans for your Customers is a breeze with the GreenSky® mobile app Payment Estimator.

### Financing solutions from GreenSky may enable you to:



**Meet the financial needs of more Customers** – With multiple plans to choose from, you are armed with what you need to help your Customers achieve their ideal project.



**Appeal to a wide variety of Customers** – Your Customers may prefer payment options for major purchases to help increase their buying power and fit their budget. GreenSky offers numerous plans including deferred interest<sup>1</sup> and fixed payment options to meet the needs of many Customers.



**Get more qualified leads** – When you include financing in marketing materials, on your website, in your showroom or wherever you promote your brand, you expand the opportunities to increase your pool of potential Customers, which may result in more leads. You also pave the way for your sales presentation, with payment options being a consistent aspect throughout.

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## The Mobile App Advantage

The GreenSky mobile app saves time and the Customer's personal data is not retained in the sales rep's device, so it remains secure. Available for iOS or Android smartphones and tablets.

**Fast.** Most Customers get their credit decision in seconds.<sup>2</sup>

**Easy.** The application process is intuitive, paperless and user friendly.

**Download on the App Store<sup>3</sup>**



**Get it on Google Play<sup>4</sup>**



**You may have the opportunity to increase average order size** because GreenSky offers credit limits up to \$100,000<sup>5</sup> to help you turn a “nice” project into an amazing, “we love it!” project.

#### GreenSky financing can enable you to:



**Help Customers find their best project –**

The GreenSky Payment Estimator allows you to compare up to three loan plans and three loan amounts for each plan so your Customer can determine which project best meets their lifestyle and financial needs. It's quick and easy.



**Meet Customer expectations –** Many of today's consumers may expect you to offer financing as a way to increase their buying power. In addition, many homeowners may not have the necessary cash to pay for their dream project all at once.



**Avoid “sticker shock” –** Presenting project options along with a variety of financing plans can help Customers to envision the manageability of the expense. They'll see the potential payment solution, even as they are envisioning the project being carried out in their home.

**You have the potential to increase sales** by utilizing the wide variety of loan options to enable your Customers to add project elements or services that deliver long lasting value.

#### GreenSky financing may enable you to:



**Offer Customers more options –** From different types of loans to the type of materials used, GreenSky gives your Customers the power to choose.



**Make smart technology affordable –** Many consumers are seeking lifestyle enhancement, entertainment value, and security benefits offered by the latest technology. With many loan plans to offer, you have the opportunity to help meet their ideal objectives.

**You can get paid fast** because Customers can initiate payments to you as soon as they approve the loan agreement, and a transaction is submitted for their approval.

#### GreenSky financing may enable you to:



**Simplify the process –** Because you are offering an unsecured financing option, your Customers can save considerable time, paperwork, and hassle that comes with a secured loan application process.



**Shorten the sales cycle –** Offering financing during your in-home sales presentation enables you to complete the sale and get to work sooner, rather than later.

**You have the opportunity to delight your Customers,** which may lead to better reviews, more referrals, and an increase in repeat business. Making Customers happy makes doing business a great experience, both personally and from a financial perspective.

#### GreenSky financing can provide:



**Flexibility –** With the ability to offer financing for projects that are not attached to a home, such as detached garages, or to choose the specific materials you and the Customer prefer, the possibilities are endless.



**Financial transparency –** Your Customer will know what to expect in terms of their payments and the terms of their loan. This may be important to many consumers.

# GreenSky®

## Apply Now to Get Started Today



[GreenSky.com/Apply](https://www.greensky.com/apply)



1-800-357-1558



<sup>1</sup>Interest is billed during the promotional period but all interest is waived if the entire loan amount is paid in full before the end of the promotional period  
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