



## ABOUT GENESIS FINANCIAL SOLUTIONS

Genesis Financial Solutions is the nation's leading provider of financing to consumers with less-than-perfect credit. With nearly 20 years of experience in consumer lending, Genesis is committed to fueling the success of its partners through unparalleled second-look financing products, technology, service, and support.

- Proprietary approval process, backed by deep understanding of second-look financing market
- Industry-leading infrastructure and consumer engagement programs
- 3x larger than nearest second-look competitor

Genesis partners with the nation's top retailer/service providers in ...

- Home furnishings
- Home improvement
- Jewelry
- Electronics and appliances
- Consumer fitness
- Healthcare
- ... and counting

***“From our initial meetings through the integration and sustaining phases, the Genesis team provided first-class service and proactive communication. This allowed us to deploy and achieve measurable results in record time.”***

—Rob Murdock, VP & GM Direct, Nautilus

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15220 NW Greenbrier Pkwy, Beaverton, Oregon 97006  
www.genesis-fs.com

<sup>1</sup> Genesis Financial Solutions private research, 2016.

<sup>2</sup> “2013 FDIC National Survey of Unbanked and Underbanked Households,” FDIC, October 2014.

<sup>3</sup> Genesis Financial Solutions private research, 2016.

<sup>4</sup> “Who Are the Millennial Shoppers? And What Do They Really Want?,” Accenture, 2013.

<sup>5</sup> “The Top Retail Technologies to Watch in 2017,” Forrester Research, March 2017.

<sup>6</sup> Genesis Financial Solutions private research, 2016.

<sup>7</sup> Genesis Financial Solutions private research, 2016.

<sup>8</sup> Genesis Financial Solutions private research, 2016.

<sup>9</sup> Genesis Financial Solutions private research, 2016.

<sup>10</sup> “The Top Retail Technologies to Watch in 2017,” Forrester Research, March 2017.

<sup>11</sup> Genesis Financial Solutions private research, 2016.



## GIVE YOUR CUSTOMERS THE CREDIT THEY DESERVE

Second-look financing programs help attract credit challenged consumers, build ongoing relationships with these customers, and drive your sales to new heights.





## UNLOCK NEW SALES OPPORTUNITIES WITH SECOND-LOOK FINANCING

Competition is fierce in today's economy, making it even more critical for retailers and service providers to find new ways of attracting and retaining customers. Yet many businesses lose valuable customers every day by overlooking a huge market segment: consumers new to credit or with challenged credit. Many of these consumers are eager to purchase products and services on the spot utilizing credit, but can't without access to quality financing.

Second-look financing can help businesses unlock new sales opportunities by providing a high-quality credit solution for the non-prime consumer segment. With second-look financing, retailers and service providers can capture more customers, generate sales that would otherwise be lost, increase ticket sizes, and build brand loyalty—all without assuming additional risk.

## SECOND-LOOK CONSUMERS: AN UNDERSERVED MARKET

Estimates say as many as 50% of U.S. consumers are considered non-prime, with nearly 30% qualifying as near-prime, meaning their credit scores are just below the prime threshold.<sup>1</sup> A substantial portion of these consumers are middle income. In an analysis of U.S. banking, the FDIC found that 21% of consumers from households with incomes between \$50,000 and \$75,000 lack access to traditional financing.<sup>2</sup>

What's more, roughly half of the second-look market is made up of millennials, many of whom are entering their peak home-buying and consumer purchasing years.<sup>3</sup> Many of these consumers are solidly middle class, with steady incomes and stable employment. Accenture estimates that millennials spend \$600 billion each year in the U.S. alone.<sup>4</sup>

So why are non-prime consumers (defined as such by their credit score) such a large part of the overall population? The truth is credit scores don't tell the whole story. Some people are young and just starting to build a credit history. Others have fallen behind on payments because they lost a job or suffered financial losses during the recession—a blemish that can stay on their record for years. And some have moved into a higher income bracket yet are still considered "credit invisible" by credit bureaus, because they've yet to buy homes, cars, and other products to establish credit history.

*"Our sales have grown exponentially over our previous second-look lender. Genesis approves more borrowers, offers higher credit lines and an appealing deferred interest promotion, and processes transactions quickly—leading to more saved sales and higher tickets."*

—Archie Hall, VP,  
Stoneledge and Southwest  
Ashley HomeStore

### Why businesses should make second-look consumers a priority

Second-look consumers are highly motivated buyers, just like any other consumer. They want the freedom to purchase quality goods and services—both immediately and down the road. Without access to financing, these motivated consumers are more likely to leave a physical store or website without completing a purchase. Even worse, they may be able to finance purchases through a competing merchant.

By contrast, businesses with quality second-look programs receive the first opportunity to provide these consumers with a financing solution and complete the transaction. The end results are incremental sales, improved market share, loyalty, and consumer engagement.

## 60%

Of consumers leave a store or website without making a purchase when they are declined for prime financing<sup>5</sup>

To maximize sales opportunities and reduce risk, retailers and service providers should seek an experienced financing partner with a deep understanding of the second-look market. This includes partners with the right technology to make instant credit decisions based on a variety of factors and data points—not just a FICO score.

## INCREASE SALES, IMPROVE CUSTOMER LOYALTY

Research indicates that customers denied for prime credit represent untapped potential for retailers and service providers.

Benefits of implementing second-look financing programs include:

### Increase sales

Adding consumers from the near-prime market can boost revenue dramatically. For example, retailers in the home furnishing industry tripled their second-look finance sales simply by switching to the Genesis' second-look financing platform.<sup>6</sup> What's more, evidence shows that consumers who receive second-look financing spend more on each transaction.<sup>7</sup>

### Build brand loyalty

Savvy businesses know that customer engagement is key to building brand loyalty. By implementing a quality second-look financing program, retailers and service providers can create direct relationships with these consumers—in effect becoming the retailer of choice in their respective verticals.

## 85%

Of customers, on average, reuse credit at the same location when approved for private-label financing<sup>10</sup>

### Earn higher returns on repeat visits

Brand loyalty has other perks. Not only do many consumers approved for second-look financing become repeat buyers at a given store or e-commerce site, but they often spend more on second, third, and fourth visits.



## INCREASING SALES

### 65%

Increased ticket size per purchase after implementing second-look financing program<sup>8</sup>

### \$1,100

Average ticket increase for people who use Genesis private-label card vs. cash<sup>9</sup>

## 50%

Potential increase in repeat purchase rates for businesses with second-look financing<sup>11</sup>

*"During the time we have partnered with Genesis Credit we have grown our second-look sales exponentially on the Genesis program. We experienced a 50% increase in sales within the first 12 months. With those results, it was an easy decision to expand our financing partnership with Genesis."*

—Rob Kelley, VP Marketing,  
Mor Furniture for Less

## GENESIS FINANCIAL SOLUTIONS: THE NATION'S LEADER IN SECOND-LOOK FINANCING

Genesis Financial Solutions is the nation's leader in second-look financing, making quality credit available to non-prime consumers through partnerships with banks, top retailers, and service providers. With nearly 20 years of experience in consumer financial services, Genesis' proven combination of second-look products, technology solutions, customer engagement, and support can help businesses capture and retain new customers and maximize sales opportunities.

***Genesis provides access to premier second-look financing options for retailers and service providers depending on their business needs, including private-label and co-branded credit cards.***

### Credit evaluation and risk management

Genesis' proprietary underwriting processes evaluate customers on multiple criteria in addition to credit score. Under Genesis bank programs, retailers are not responsible for consumer credit risk and receive the benefit of state of the art fraud protection.

### Custom and turnkey technologies

From fully integrated point-of-sale applications and transactions to standalone website approval processes, Genesis works closely with businesses to select the technology approach that best serves their customers.

### Industry-leading customer engagement

Genesis develops strategies that engage customers through the life of an account, including email and direct mail marketing campaigns, branded card designs, and in-store and online promotions.

### Best-in-class customer experience

Genesis' programs take over the moment a customer is turned down by the prime lender, creating fast and easy approvals for customers, supplemented with 24/7 customer support.

Partner with Genesis Financial Solutions today to start engaging your customers, increasing sales, earning more repeat business, and shifting market share with the industry's premier second-look financing programs.

### PARTNER WITH US

Call Genesis now to learn how second-look financing can drive new sales for your business.

**888.975.2082**  
**sales@genesis-fs.com**  
**www.genesis-fs.com**

*"Partnering with Genesis Credit allowed us provide more financing options for our customers, so they could invest in home improvement projects and receive the best value and experience available."*

—Chris Dysert, President of  
Dealership Development,  
Universal Windows Direct

