

WELCOME TO

flex**X**buy

MAKING FINANCING WORK
FOR YOUR BUSINESS

WHY CONSUMER FINANCING?

- **Can't close sales on people that want to buy- No Revenue**
- **Customers under-buy due to lack of resources- Lost Revenue**
- **Businesses make a sale and take on the risk (self-finance)- Losses**
- **Businesses aren't driving enough prospects to the business- No Chance For Revenue**

HOW SHOULD I USE CONSUMER
FINANCING FOR MY BUSINESS?

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Businesses that really want to grow their revenue scream it from the rooftop!!!

Many of your prospective customers are staying home because they know they don't have the money and don't think they can get financing.

Get them into your business by letting them know, any way you can, that you have financing

And let everyone you speak to know that you have financing available.

Remember, when people don't buy, it's usually because they don't have the money, no matter what other excuse they may give.

Let them know there may be options for them.

EXAMPLE ON HOW I CAN UTILIZE
FINANCING FOR MY BUSINESS?

SCENARIO 1

Owner of Top shelf roofing

Customer Mark who is in need of roofing repair

Estimate: \$15,000.00

Scene 1: Mark has \$15,000 via cash or credit.
Should you offer consumer financing?

YES

OR

NO

Just because Mark can pay using his own resources doesn't mean that he prefers to. Most people, given the right terms, would rather use someone else's money. And if Mark does finance, he will likely consider spending more than he would if he used his own money .

SCENARIO 2

Scene 2: Mark has \$10,000 via cash or credit

Should you offer consumer financing

YES

OR

NO

There's a saying a bird in the hand is worth two in the bush. As a business owner, You have a few options. Do you accept less for the job and earn less? Do you Change the scope of the job and give Mark less? Or do offer financing for all or Part of the job and make everyone happy?

SCENARIO 3

Scene 3: Mark tells you has an offer somewhere else for \$13,000

Should you offer consumer financing?

YES

OR

NO

Offering financing gives you the ability to sell a monthly payment and not the entire sale. Now Mark has to decide to give up \$13,000 today (if he has it) or put down 0 to the first month payment down and make monthly payments around \$150.00 per month and leave his \$13,000 in his savings account that might have taken years to save. Or, perhaps you can show Mark he can even get more by using financing and still afford the monthly payment.

SCENARIO 4

Scene 4: You notice Mark really has \$18,000 worth of work that needs to be done.

Do you offer consumer financing?

YES

OR

NO

Financing gives you the ability to increase a single consumer's buying power. Once you change Mark's mindset from cash today to monthly payment, his entire perspective changes.

Here's the important thing to understand. If you offer financing and your competitors do not, Mark has no other options other than to go with you and finance if he doesn't have the money.

SCENARIO 5

Scene 5: Mark has an approval from GE for \$15,000 but his interest rate is 18.99%

Do you offer consumer financing?

YES

OR

NO

This is a great scenario. For you, it's a win-win. Often, we'll be able to offer a better option than GE or Wells Fargo, particularly if the customer's credit is less than stellar.

Either way, you know Mark will get his money. Put him through our system. There is no cost and no obligation.

MANAGING YOUR PROFITS

Here's the math

As you know, there's a cost to you for offering financing. It's called a discount. If you take credit cards, it's called a settlement fee, but either way, it means you ultimately collect less than one hundred cents on the dollar.

Option 1

You eat it. Perhaps you have a high profit margin and you want to make your customer's decision an easy one and blow away the competition.

Some businesses do that, and it works out fine.

But it's not the only option.

There's something else you can do.

MANAGING YOUR PROFITS

Option 2

You can build the anticipated discount into the price of the sale.

Here's how.

Back to Mark. When you first meet Mark you may not know whether or now Mark has the money or needs financing. All you know is that Mark is shopping price, or so you think.

You come back to Mark and tell him that you can do the job he needs for \$15,000 and that includes a \$1,500 instant rebate.

When you find out Mark needs financing, you now calculate the financed price assuming the highest possible discount (in this example, we assumed 10%).

You can now go to the Flexxbuy loan calculator (<http://flexxbuy.com/financing-loan-calculator/>) and estimate payments for Mark. Remember , the financed price is now \$16,666 (\$15,000 divided by 0.90)

MANAGING YOUR PROFITS

Why this works

You've given Mark the best of two worlds.

If he has the money, he can take advantage of that most competitive price. You can get as aggressive as you need to.

If Mark doesn't have the money, he still gets a great deal because he gets to pay it off over time. His mindset has now changed. He's now thinking monthly payments instead of cash.

And perhaps he is motivated by the rebated price and gets the money elsewhere.

Either way, you get the job. And you get ALL OF YOUR MONEY.

THANK YOU FOR YOUR TIME

Questions?

You can contact Dan, your Merchant Support Specialist, directly at 772-249-1237 or; email him at DanW@Flexxbuy.com

Or, Contact your Sales Agent