

Increase sales from 20% to 200% by offering your customers the option to finance

Vendor Financing “Offer Financing to your Customers”

Why Vendor Financing? You can increase sales to customers who want to finance the purchase of your products or services. Businesses that offer financing to their customers increase sales from 20% to 200%. It’s easy to understand. Let’s assume you have a customer who wants to buy \$10,000 of your product or services. Only three things can happen:

1. They have the cash to buy it. You make the sale.
2. Maybe, they have the cash but prefer to finance it. You may lose the sale.
3. They don’t have all the money to buy it, but they want to buy it. You will lose the sale.

Selling your products with financing options, will help you increase sales.

How does Vendor Financing work? There are three programs we have. This depends on the products and services your sell.

1. B2C – business to consumer program (small balance) up to \$500
2. B2C - business to consumer program up to \$30,000
3. B2B – business to business program up to \$200,000

Your Growth Potential & How to Increase Sales? Let’s assume the average sales price for an item you sell is \$2,000. You have 10 customers per month and you may lose 5 sales because customers didn’t have the money. Let’s assume we can provide financing/leasing to 2 of those customers. You just made an extra \$4,000 and gained 2 new customers.

Sample Conversion Rates

<u>Customers (Sales Lost)</u>	<u>Approved for Financing</u>	<u>Average Ticket Price</u>	<u>New Revenues</u>
10	3 (30%)	\$2,000	\$6,000
10	3 (30%)	\$5,000	\$15,000
10	3 (30%)	\$20,000	\$60,000
10	3 (30%)	\$40,000	\$120,000

What do I need to get started?

1. Fill out an application on-line or PDF
2. Submit your application
3. Submit a processing fee of \$79.99
3. Allow us 2 to 5 business days to provide you with the programs you can offer your customers.
Every Friday we inform you.
4. Once approved; we will provide you with a 1-hour training on how we will be working together

Your cash out lay of \$79.99 to get started, can easily be recuperated with just 1 customer obtaining financing. You invest \$79.99 and at the end of the month 1 to 2 customers may obtain financing and that translates to new revenues, that you have been losing by not offering financing/leasing. **Money back guarantee. If you don’t see results in 6 months, we will refund you the \$79.99, subject to your business submitting at least 10 applications or 10 clients who applied for financing to purchase from you. If you don’t submit buyers who seek financing, we can’t deliver results. This is why we request a commitment from your part.**

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Program 1: Small Balance Transactions B2C up to \$500

This is a business to consumer program. This means that we can offer this program if you sell to consumers only. The finance/lease amount is limited to purchases up to \$500.00 to your customers.

Finance amounts: On the small balance program we will finance/lease products that have a cost of up to \$500.00

Qualification: Your customer needs to provide us with the following:

1. The last 3 months of a personal checking account
2. Deposits of \$700 or higher per month
3. They must put 20% of the purchase price. Example: \$200 (20% = \$40)
4. **No credit check; our decision is based on cash flow from the personal bank statements**

Your clients can at apply here: <https://consumerfinance.lendinero.com/>

Ideal Products: Any retail products or consumer products.

Cost to Customers:

Your customers will be leasing the product. The cost may range from 10% to 40% from the purchase price and is repaid over 4 months.

Example:

\$200 x 20% = \$40 re-purchase value

Your client Will end up paying \$240 USD. During 4 months the payment would be of \$60 per month, bi-weekly \$30.00

How are payments made?

Your client will pay as follows. Payments are collected bi-weekly ACH, on the 1st and the 15th of each month or the next business day.

You the Business:

You get your funds within 48 hours of approval, if your client accepts the lease terms and once we receive an invoice or receipt from you. You will receive 100% of the purchase price ACH.

Other Information:

This program is offered directly by Lendinero. Under this program, we are providing the funding to your customers and you will work directly with Lendinero.

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Program 2: Small Balance Transaction B2C up to \$30,000

This is a business to consumer program. This means that we can offer this program is your sell to consumers only. The finance/lease amounts are limited to up to \$30,000 to your customers.

Finance amounts:

On the small balance program a participating lender will lease or finance products up to \$30,000. Average finance amounts are between \$7,000 to \$15,000.

Qualification:

1. US government-issued photo ID and SS# or ITIN#.
2. 3 months of history with your current employer or current source of income
3. Deposits totaling at least \$1,000 per month into a checking account that has been open for 90 days or more.
4. No NSF's, excessive overdrafts, or negative balances on checking account
5. **No Credit Check usually – credit history will be taken into consideration**

What interest rates will my clients pay?

This depends on the profile of each client. **Interest rates can range from 7% to 30% annual.** As you know not every client you have has the same credit history or makes the same amount of income. The interest rate offered to your client depends on your clients profile.

What are the repayment terms?

Repayment terms can range from 12 months to 48 months; which is 1 year, 2 years, 3 years or 4 years. This depends on the profile of your client.

How are payments made?

Payments from your customers are made to the finance company usually ACH and they are monthly payments.

How do you get your money as the seller?

You get your funds for the full sales prices within 24 to 48 hours. Payments to you are ACH.

Under this program, you will be working with another finance company and not Lendinero. Lendinero can fund deals directly, can syndicate deals, and acts as a marketplace and consultant. Once we submit your information to participating finance/lease companies you will be working with an assigned representative. Under this program Lendinero will not administer the applications. You will be assigned to work with a specific finance company.

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Program 3: Large Balance Transaction B2B

This is a business to business program. This means that we can offer this program is your sell only to businesses. The finance amounts are limited to up to \$200,000 to your customers.

Finance amounts: On the large balance program we or a participating lender will finance products, equipment, orders, and merchandise up to \$200,000.

Qualification:

1. US government-issued photo ID and SS# or ITIN#.
3. US registered company and active with Secretary of State
4. A business that has been operating for at least 6 months in business
5. Last 4 months of business bank statements
6. A business utility bill
7. A copy of a US Identification or Drivers License
8. Copy of a business voided check
9. Credit score of 500 minimum

Your client can apply here and there is an area where they can input your business name so we know it's from your company : https://www.lendinero.com/business_loan_apply/ -

What will my customers pay?

Your customers will pay a cost of capita or interest based on their profile. Again, every client you have does not have the same credit score or they don't generate the same amount of business income. The cost of capital or interest can range from 9% to 36% annual. The average is 1% to 3% per month.

What Finance programs can you offer my customers?

1. The customer may qualify for a business line of credit or credit line
2. The customer may qualify for a term loan.

What are the repayment terms to my customers?

Terms can range from 6 months to 24 months of repayment. Again, this depends on the profile of each customer. We offer 6 months, 10 months, 12 months, 15 months, 18 months and 24-month repayment terms.

How are payments made by my customers?

Your customers may have a daily, weekly, bi-weekly or monthly ACH payment. Again, this depends on the profile of each customer. We evaluate cash flow on the company bank statements.

How are payments made by my customers?

All payments are ACH fixed payments from the business bank account

How will I receive my money as the seller?

Your customer receives the money directly and then they pay you. On each approval and prior to funding we provide your customer an agreement, whereby they specify that they will utilize a specific amount of the funds to purchase from you. This gives you the security or an agreement that your customer is agreeing to purchase from you.

Other Information:

Under this program, you will be working with directly with Lendinero. We will administer the process at no cost to you. We can serve as your outsource finance department.



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The Process & Commonly Asked Questions

What happens once you are approved? Lendinero administers (2) programs. The Small Balance B2C program, where we can finance up to \$500 and The Large Balance B2B program, where we can finance up to \$200,000. Once you are approved under these (2) programs, you can begin offering financing to your customers. On the B2C up to \$30,000, you will be contacted immediately by a participating lender or our recommendation of would be the best financing solution for your business and customers.

How do I submit financing requests to Lendinero? We will provide you with an PDF fillable application and include your company logo or you can use our PDF fillable application. If you are offering B2C (business to consumer) we will provide you with a specific application. If you are offering B2B (business to business) financing, we will provide you with a specific application. In fact, both links are included in this document under each program.

How to work the process and what to do when your customers are interested in financing?

It's simple. You tell your customers you can offer them financing and that you have an external financing department that will help them with that. Your customers can call us at: 888-505-5835 or we will assign a specific representative to handle all new requests. To obtain a faster response, you have your customers fill out the application, you send us the application and sometimes the same day we can have a credit decision. Usually it will take us 24 to 72 hours to provide a credit approval.

How many customers get approved? In this document, we provided the requirements. Sometimes, when we do background checks on financial information, the information is not the same as what your customer placed on the application. This may cause for the credit request to be denied. Also, you must understand that not all finance applications are approved. On an average, we approve and fund 30% of all new applications.

How to increase sales? The best way to increase sales is to provide us with 2 to 5 products or services that you want to promote. We can give you ideas on how to position your products with financing. Also, we may be able to create promotional/marketing materials for you. Example. Let's assume you sell a product for \$2,000. Instead, you can promote it as: Now, you can purchase this equipment for only \$180 per month. \$180 per month sounds better than \$2,000. Also, it's important to note that you should not advertise any interest rates. We can help you with your promotional or marketing materials and quote rates and possible payments. On every marketing or promotional material, you must disclose that it is subject to qualification and rates are not guaranteed, subject to changes, and credit approval. This way you protect yourself and we protect ourselves.

What if I work with another finance company? That's perfectly fine. Our goal is not to replace other finance companies but to supplement. We can be your 2nd look. This means that if a client is denied, we can review the applicant. This is why, we offer different programs and can work with borrowers that have less than perfect credit.

What else should I know? For you to understand how this process works, we like to give you a very basic example which we can all relate to. Do you remember when you bought a car and you obtained financing or leasing? The salesperson took you to the car dealer finance department. Car dealers usually don't finance the cars. They intake the auto loan application and then they send it to a finance company that manages the financing/leasing department for the auto dealer, and they come back with a credit approval. This works in the same manner.