

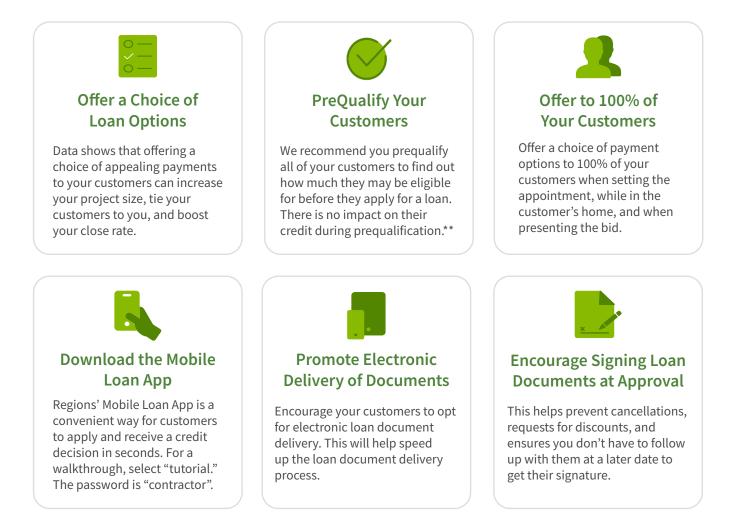
HOME IMPROVEMENT FINANCING

Increase sales with payment options



## **Best Practices for Sales Professionals**

Did you know that about 50% of homeowners choose to finance their home improvement project when the cost exceeds \$5,000?<sup>\*</sup> This means it's likely at least half of your customers are shopping financing methods. Follow the best practices below to ensure you're getting the most out of your payment options program:



\*Based on NAHB Statistics

"There is no hard credit pull during prequalification, but there will be a hard credit pull if a prequalified applicant chooses to apply for a loan.



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