

GE Capital

Financing helps you work
smarter not harder by...

attracting new customers

selling more jobs

increasing project size



Increase sales from leads you already have

Make it easier for customers to buy from you. Statistics show contractors who offer financing early in the sales process and to every customer, close more sales and have a higher average sale amount. Here's how financing can help your bottom line.

	CASH	WITH FINANCING	INTEGRATED FINANCING
Leads	10	10	12
Sold	3	4	5
Average Ticket	\$4,800	\$4,800	\$5,985
Total Sales	\$14,400	\$19,200	\$29,925

33% INCREASE

56% INCREASE

*Based on an average of GE Capital contractor experiences and industry information. Actual results may vary.

"Being able to offer financing is key to our business. Having a financing option with GE Capital not only gives our customers confidence that they are dealing with a reputable, strong company, it also gives confidence to our sales people out in the field. GE Capital factors into a lot of our sales."

*Craig Carpenter
Custom Remodelers, Inc.*



Increase your customer's buying power and build your sale

Customers buy what they think they can afford. With financing, they can afford to upgrade their project to what they really want or need without delay or compromise.

GE Capital's payment advantage helps you meet the needs of more customers by breaking down a big up front bill into affordable, monthly payments.



*Typical Credit Card payment factor 3%

**GE Capital promotional payment factor 1.25%. Payment factors will vary.

Expect more value from your lender

With GE Capital, you can offer your customers financing options for just about anything in, on or around the home including exterior, interior, outdoor living and HVAC projects. In today's market, you need to leverage every resource you can. Let us help contribute to your success by providing:

- A wide variety of promotional financing options to meet your customer's needs.
- Fast in-home credit decisions and the lowest payment options available in the industry.
- Consultative sales training and online tools to help you manage your financing program.

Experience the power of GE Capital's simple financing program.

Call us at 877.891.9803 or visit us online at www.gogecapital.com to get started!



GE Capital

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