

GE Money

Indoor Comfort Systems

Crank up your business with financing.



Reach more customers. Close more sales.

Why use financing?

Financing is one of the most effective tools you can use to attract new customers and increase the value of every sale. Financing gives your customers more choices and more affordable options. They can buy what they want when they want it – and all without delay or compromise. It's a win-win proposition because more choices for your customers translate into more sales for you.

Offering easy and flexible financing options to your customers will help you:

- Boost sales by gaining new customers
- Close larger sales
- Increase sales of upgrades and system add-ons
- Enhance customer loyalty

Increase your bottom line with financing

Work smarter, not harder - the numbers speak for themselves. The bottom line looks better when you offer financing:

See how financing helps	With financing	Without financing
Leads	10	10
Number closed	4	3
Attrition %	5%	10%
Commissionable deals	3.8	2.7
Average ticket	\$6,500	\$4,500
Total Revenue	\$24,700	\$12,100
Salesperson commission	\$2,470	\$1,215

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

[See back to enroll >](#)



Fast and simple financing

Why use GE Money?

Quick and easy. Those are the top reasons why you should use GE Money's financing program. With short, simple forms and fast credit decisions, offering financing has never been easier for all your customer's HVAC, electrical, plumbing, services and maintenance needs including installation.

You don't have to be the financing expert – so put your mind at ease. We make your life easier so you can focus on your customers and make more sales. You'll also get paid within 48 hours with our electronic funding service. Fast funding means less stress for you and better cash flow for your business.

GE Money's financing program includes:

- Wide variety of credit promotions
- Fast credit decisions
- Low minimum monthly payments
- A revolving credit card

Competitive advantages

GE Money helps you communicate financing options more confidently to help your customers shop smarter and make better decisions. We give you resources and tools to drive traffic and make the products you sell more affordable for more people. That means you can sell more and earn more every day.

Training Resource Center - free online 24/7 training helps you learn how to effectively educate consumers on financing options and turn prospects into satisfied customers at your own pace and time.

Marketing Toolkit – online world-class marketing support to help you compete by leveraging:

- Direct mail and special offer letter to attract new customers and encourage current customers to return for more
- GeoSelector – easily create highly targeted mailing lists using the latest technology
- Best Customer List - market to your best customers with available credit

Put the power of GE to work for you

GE is a recognized and trusted global brand around the world. Enhance your reputation and strengthen consumer trust in your business with GE. We continually adjust to changing market demands and we are one of the world's most socially conscious and innovative companies.



Easy enrollment

How to enroll

It only takes one phone call to obtain your information and process your enrollment. Please have the following information on hand when you call:

- Federal tax identification number of business
- Owner's Social Security number
- Banking information for direct deposit

What to expect after you enroll

After enrolling you'll receive:

- A fax with your merchant number and necessary phone and fax numbers for GE Money Client Services.
- A special "Welcome Kit" that will arrive in the mail in approximately seven days. The kit includes customer applications, sales slips, and a Transaction Reference Guide.

GE Money is committed to offering you opportunities to grow your business and prosper. Put the power of GE to work for you. Together we can help your customers live better now.

Call **1-866-209-4457** to enroll now!

The GE Money enrollment hotline is open Monday through Friday between 8:00 a.m. and 6:00 p.m. (EST)

**Indoor
Comfort
Systems**

GE Money
www.gemoney.com/indoorcomfortsystems

