



Marketing Toolkit

Building your Marketing Toolkit to promote financing



HOW TO PROMOTE FINANCING to your customers

Marketing the fact that you offer financing can have a significant impact on your business. It lets your customers know at an early stage that they have payment options available to complete the HVAC job they need.

Here we provide you with some guidelines to promote financing and some resources that will help you build up your marketing campaigns.



DIGITAL ASSETS

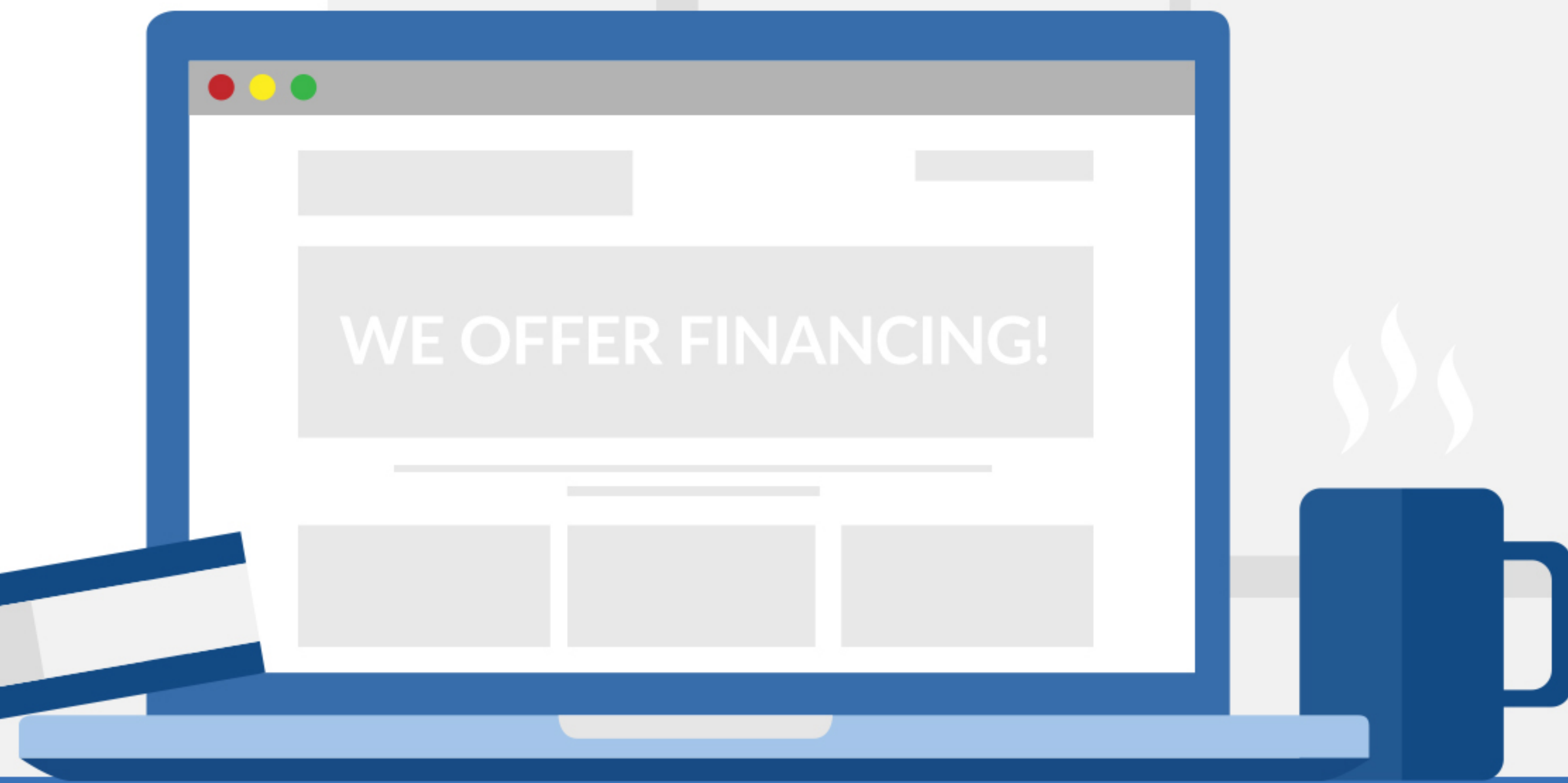
Comfort Button

The Comfort Button allows your customers to apply for financing directly on your website. It should be placed above the fold so it's one of the first things your visitors see when they reach your site. To install it, log into the Credit for Comfort app and look at the instructions from the side menu. If you need further assistance, contact us through the chat box in the app or give us a call.

The screenshot shows a web browser window with the AIRNinjas logo at the top left. Below the logo is a large illustration of several white service vans parked in a row, with five technicians in uniform standing next to them. Below the illustration, the text "Get approved for financing" is displayed. At the bottom of the page, there is a white box containing the AIRNinjas logo, the text "Get your Comfort Now! Pay over time!" and "100% Paperless | Decision in seconds | Fully Secure", and a blue button labeled "APPLY NOW".

Homepage Presence

Promote financing on your homepage and throughout your site so customers always know they can get the payment options they need to pay for their HVAC job.



Financing available for your comfort needs



Hero Image

Promote financing along with your main image to draw your customer's attention

We now offer payment options to fit your needs



Carousels

If you use carousels on your site, include the financing slide on the first slot for a period of time to maximize exposure.

Banner Advertisements

Use banner ads across your website to let your customers know you offer financing as they navigate your site. Link back your banner advertisements to your financing page if you have one, or to the page that has the Comfort Button where customers can apply.

We have some banners available for you to download directly at www.creditforcomfort.com/marketing

We Offer Financing

100% Paperless | Decision in seconds | Fully Secure



creditforcomfort.com

We Offer Financing

100% Paperless | Decision in seconds | Fully Secure



creditforcomfort.com

We Offer Financing

creditforcomfort



Lightboxes

If you use lightboxes to capture customer data, add information about your financing offers here.

Use phrases like:

- "Affordable payment options available"
- "We offer Financing"
- "Get Comfort Now, Pay Later"

We Offer Financing!

Name

Email

Submit



Outbound Marketing

Email and Social Media: use email and social media channels to let your customers know that you now offer financing. A couple of things to keep in mind:

Frame your messages as "customer-centric", letting your customers know you're intentionally addressing their needs by offering them financing options.

You can frame your message as: "When you ask, we listen. We now offer financing options that fit your budget"

Use the right message to promote the plans you offer with the right legal disclosures. If you are interested in promoting a particular plan, please get in touch and we will provide the right legal disclosure to go with it.

Customized Financing Page

Creating a financing-specific page can help you provide your customers with more information about the payment options they now have available and can be an ideal page to redirect your customers from your social media posts.

If you decide to include a financing page on your website, you should customize this page to match your company's brand and provide accurate information about Credit for Comfort partners' application process.

The page should include:

1. HEADER AND CALL-TO-ACTION

The header needs to capture your audiences' attention. "Get payment options that fit your needs"

Header should include:

TITLE → **Get Comfort Now. Pay Later**






SUBTITLE TEXT → We Offer Fast and Affordable Financing for your Comfort Needs

PROMINENT, CLEAR AND HIGH-CONTRAST CALL-TO-ACTION BUTTON → **APPLY NOW**

2. FINANCING BENEFITS

in this section, you can list the benefits Credit for Comfort's financing offers your customers:

Benefits you can include if you offer **FORTIVA** and **GREENSKY**:





-  100% paperless application and approval decisions in seconds
-  Multiple lending partners - one credit pull*
-  Approvals down to 500 FICO scores
-  Full control over your sensitive information
-  Many ways to apply



Benefits you can include if you offer **FORTIVA** only:

-  100% paperless application and approval decisions in seconds
-  Soft credit pull inquiry to find out if you qualify for financing
-  Full control over your sensitive information
-  Many ways to apply

Benefits you can include if you offer **GREENSKY** only:

-  100% paperless application
-  Approval decisions in seconds
-  Full control over your sensitive information
-  Many ways to apply

* You can see if you qualify with our 2nd look lender with only a soft pull inquiry on your credit report

3. SECONDARY CALL-TO-ACTION

Now that your customers have read some of the benefits of applying for financing through Credit for Comfort, add a secondary call to action to guide your customers to apply.

1. A header
2. A clear and high-contrast call-to-Action button (CTA)

**Get an Approval
Decision in Seconds**

APPLY NOW

YOU'RE ALL SET WITH YOUR NEW FINANCING KIT. TIME TO GO LIVE!