



Home Improvement Loans

2022 Contractor Welcome Letter

Thousands of contractors have made the choice to offer HFS to their customers all with **NO CONTRACTOR FEES** and **NO STAGE FUNDING**. HFS will get your customers access to the lowest rates, longest terms and largest loan amounts in the industry while keeping you updated every step of the way. Whether your customers want or need to finance a swimming pool, kitchen, roof or other home improvements, HFS can get your customers funded in no time!

GUARANTEED SUCCESS:

OUR MOST SUCCESSFUL CONTRACTORS SHARE ONE THING IN COMMON. THEY OFFER FINANCING TO EVERY CLIENT, NO MATTER WHAT. DO NOT WAIT FOR A CUSTOMER TO ASK FOR FINANCING AS SOME CUSTOMERS EITHER DO NOT KNOW IT IS AN OPTION OR ARE TOO EMBARRASSED TO ASK.

- HFS works with homeowners seeking loans in the \$20,000 range up to **\$500,000**.
- When you offer HFS you will have a dedicated Contractor Success Manager to assist your salespeople and designers to ensure you close more sales.
- We guarantee to exceed service expectations of both you and your customers.
- Thank you for being a valued partner of HFS Financial and for trusting HFS to help grow your business and finance your client's dreams.

Sincerely,

HFS Contractor Success Team
800-254-9560
Contractor@hfsfin.com



Best Practices for Contractors

1) Let EVERY Customer know you offer financing through HFS

Contractors that offer financing regularly to their customers sell more jobs, that is a fact. Whether they take advantage of it or not is their choice. DO NOT wait for your customers to ask about financing. Customers either do not know financing is an option or are too embarrassed to ask.

2) Don't talk numbers, let us do the work (you sell the job, HFS sells the financing)

Let our professional and experienced loan consultants do what they do best. We probably couldn't sell a customer on building a pool or a kitchen, but we know EVERYTHING about getting your customers financed.

3) Use us to weed out the "tire-kickers" and "not ready yet's"

As a contractor your most important asset is your time, and it shouldn't be wasted with those who can't afford to pay for the job. Use HFS to understand who a qualified buyer is and who is serious about moving forward with their project.

4) Get paid on your terms

Keep cash flow in YOUR control and not at the mercy of lenders who use stage funding. Every customer is a cash customer with an HFS loan so you can collect on the draw schedule that works for you and avoid contractor fees! Loans through HFS are funded 100%, up-front.

5) Be informed but not overloaded

HFS will keep you updated on customer's loan status. You will know who applies, when they are made an offer and when they fund their loan. If you ever have questions or concerns, you can contact your personal Contractor Success Manager. Additionally, HFS will design, print, email and mail you FREE custom co-branded marketing materials that will make it easy to offer HFS.

6) Be confident in who will be handling your clients

The HFS team is fully committed to making sure your clients are treated with respect and professionalism. Every client you refer to HFS will get our best effort, timely communication, and overall fantastic service. Bottom line, we represent you the way you would expect.

