

GE Finance Program

The home improvement industry is extremely competitive, and you know how hard you have to work for each and every sale.

That's why Bradco has chosen to offer contractors a tool that can help you close more sales and increase profits: A strong consumer financing program from GE Consumer Finance.

When you make financing a part of your sales presentation, you take away the question foremost in the customers minds, "How am I going to pay for this?" Our GE program helps eliminate this sales obstacle by offering a variety of flexible, affordable financing options.

It's really that simple, and now Bradco and GE have the tools to help you do that, no matter what type of project your customer is buying. Rates are competitive and the paperwork is easy.

The Advantages of GE Financing

- 1. Sell More Projects** - Give your customers greater buying power with financing from GE Consumer Finance. They get fixed monthly payments, convenient terms, and the flexibility to buy what they want, when they want it.
- 2. Control the Sales** - Don't let customers walk away when they are ready to place an order. GE's fast credit decision process helps you close more deals while the customer is still enthusiastic about the project.
- 3. Improve Your Cash Flow** - With stage funding, checks are disbursed at the time of funding. If completion funding is chosen, checks arrive within two business days after completion.
- 4. Differentiate Yourself from Your Competition** - By offering financing, you become a "Full Service" provider, eliminating your customer's need to shop around.
- 5. Selling Payment** - Allows you to quote the project as a manageable payment vs. a total cost.

Enrolling in the GE program is easy. **Just call GE at 1-888-995-9339 and mention the promo code Bradco** or speak directly to your Bradco sales representative. You, your sales staff and your customers will soon enjoy all of the benefits of GE Consumer Finance.