



## **Versatile Credit partners with North American Home Furnishings Association**

**Mechanicsburg, Pa. & Roseville, Ca, – Aug. 2, 2015** – Versatile Credit, the leading provider of innovative solutions linking lenders with consumers applying for credit in retail stores, today announced a partnership with the North American Home Furnishings Association (NAHFA). The NAHFA provides programs, resources, services and partnerships with leading home furnishings industry suppliers, vendors, affiliates and other organizations to more than 1,800 members representing 7,000 storefronts across North America.

The Versatile Credit kiosk solution, available to NAHFA members at preferred pricing and contract terms, is used in thousands of retail locations throughout North America to provide consumers with a private, fast and secure credit application process. Versatile's existing partnership with the NAHFA preferred primary lender, Synchrony Financial provides seamless integration for NAHFA members.

Sharron Bradley, NAHFA's chief executive officer, said the organization constantly reviews vendors capable of helping its members provide more service and grow their businesses. She said the organization's partnership with Versatile Credit is a win-win-win situation.

"Versatile Credit provides our members a solution to help their customers gain access to the credit they deserve," Bradley said. "And the NAHFA provides Versatile Credit greater access to many of North America's leading home furnishings retailers."

Kevin Lawrence, vice president, marketing and sales for Versatile Credit, said the the self-service capability of the company's credit solution is one reason it's ideal for NAHFA members.

"Our kiosk-based solution is so simple to use customers require no assistance from store personnel," he said. "Sales associates are free to spend more time on the floor selling merchandise. Also, we've found when the merchant is not involved in the process customers are more willing to apply for credit and consider sub-prime lending options."

The solution's Credit Cascade<sup>SM</sup>, instantly sends applications denied by a primary lender to secondary lending sources, helping retailers reduce credit denials by up to 40 percent. Retailers using the Versatile Credit solution typically see a 20 percent increase in credit applications. And with more credit in consumer hands, the average retail ticket increases by 15 percent or more.

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**About North America Home Furnishings Association**

The North American Home Furnishings Association (NAHFA) was founded in 2013 with the merger of the three largest home furnishings retailer associations in the U.S. The NAHFA is North America’s largest organization devoted specifically to the needs and interests of home furnishings retailers, with storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by partnering with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more information regarding NAHFA, visit [www.nahfa.org](http://www.nahfa.org)

**About Versatile Credit**

Privately held Versatile Credit offers an ecosystem of leading lending partners, proprietary software and services, beautifully designed hardware, and engaging visual content. This results in an exceptional experience for customers that drives more credit applications, more approvals and more sales for retailers. For more information, visit our website at [www.versatilecredit.com](http://www.versatilecredit.com).

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