



Versatile Credit Popular with Furniture First Members

About 60 members of buying group add kiosk-based credit solution

Mechanicsburg, Pa. — September 27, 2016 — Versatile Credit’s in-store finance application service is now available in about 60 Furniture First member store fronts. Furniture First, America’s premier buying group for independent furniture retailers launched the kiosk-based system at their recent national symposium.

The self-service Versatile Credit solution – already in use in thousands of retail locations throughout North America, provides a private, secure and fast credit application process for consumers. Retailers benefit from the Credit Cascade feature allowing applications denied by a primary lender to be sent to a secondary lender or rent-to-own providers – reducing credit denials by up to 40 percent.

“Our members realize the value of providing credit choices to their customers,” said Amanda Daubert, Furniture First’s director of services. “Versatile’s Credit Cascade service has been proven to increase applications, approvals and sales. That’s why it fits well with our mission to provide our members with access to valuable business solutions.”

Kevin Lawrence, vice president of sales and marketing for Versatile Credit, said Furniture First has more than 20 years of experience helping members grow their businesses. Simplifying the credit process is an important factor in growing sales and profits.

“Versatile Credit has taken the fatigue out of the credit application process,” he said. “Customers submit their credit data in private in a process that takes minutes. Store associates are not involved. There’s no awkward moment if credit is denied and with our cascade system, customers can choose to submit their application to other lenders. By being able to offer credit to more customers, stores increase loyalty and sales.”

Since 2007, consumer applications using the Versatile Credit solution have resulted in more than \$15 billion in approved credit.

About Furniture First

Furniture First’s membership includes more than 200 retailer company members representing over 460 furniture stores in 47 states. Furniture First only accepts members that are full-line independents in business for more than five years (the average age of member businesses exceeds 45 years). Stores are required to have good credit and meet minimum volume requirements. Most members, whether they have a single storefront or a chain of locations, serve the middle market of consumers.

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 about Versatile Credit, visit Versatilecredit.com. Follow Versatile Credit on Twitter at <https://twitter.com/VersatileCredit>.

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