



Versatile Credit Partners With Nationwide Marketing Group

North America's largest buying organization offers members vital retail services

Mechanicsburg, Pa. — November 2, 2016 — Versatile Credit and Nationwide Marketing Group have partnered to make Versatile's self-service, kiosk-based retail credit system available to thousands of Nationwide members. Nationwide Marketing Group is a buying organization offering its more than 3,500 independent retail members access to leading products and services at prices enjoyed by national chains.

The Versatile Credit solution provides a private, secure and fast customer finance application process. With its Credit Cascade feature the system allows applications denied by a primary lender to be sent to secondary lenders and rent-to-own options. As a result, credit denials are reduced by up to 40 percent.

Jason Kirk, Nationwide Marketing Group's vice president, director of financial services, said credit is a vital business element for the groups independent retailers.

"Versatile Credit's reputation and integration with all of our finance partners make it a perfect choice for our members," he said. "Independent retailers are most successful when they make it easy for customers to gain the credit they need to make large purchases. Versatile Credit does just that."

The problems associated with other application processes has led to finance fatigue for customers and store personnel, said Kevin Lawrence, vice president sales and marketing for Versatile Credit.

"Using Versatile Credit customers submit their application in private, without help from store associates," he said. "Embarrassment from a denial is removed. And with the touch of a button, the system cascades the application to alternative lending choices. The process takes only a few minutes to complete"

Versatile Credit is in use in thousands of retail storefronts across the United States. Retailers using the system typically see a 20 percent increase in applications, with an average approved credit amount of \$4,000. Since 2007, Versatile Credit has facilitated more than \$16 billion in approved retail credit.

About Nationwide Marketing Group

Nationwide Marketing Group works beside thousands of appliance, furniture, electronics, specialty electronics, custom installation and rent-to-own dealers helping them grow their businesses and their bottom lines. With over 3,500 members operating more than 10,000 store fronts and \$15 billion in combined annual sales, Nationwide is North America's largest buying and marketing organization. Industry veterans, heading Nationwide's seven regional

divisions, work to provide independent dealers with personalized service and local programming in every market they serve. More information is available at www.nationwidegroup.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 about Versatile Credit, visit Versatilecredit.com. Follow Versatile Credit on Twitter at <https://twitter.com/VersatileCredit>.

#

Company Contacts: Kevin Lawrence

Vice President, Sales & Marketing

Phone: 717-620-2557

Email: mklawrence@versatilecredit.com

Jason Kirk

Vice President, Financial Services

Phone 318-798-0123

Email: Jason.kirk@nationwidegroup.org

Media Contact:

Jon Daum

Daum Weigle Inc.

Phone:858-538-9755

Email: jdaum@daumweigle.com