



## **Versatile Credit partners with Arkansas Homefurnishings Association**

**Mechanicsburg, Pa. – August 17, 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 Arkansas Homefurnishings Association. The Little Rock-based association has more than 500 retail members and associates, providing them with lobbying, education, consultation and a sharing of home furnishing retail experiences.

The Versatile Credit kiosk solution, available to association members, is used in thousands of retail locations throughout North America, providing consumers with a private, fast and secure in-store credit application process. Applications denied by a primary lender are instantly sent to secondary lending sources, helping retailers reduce credit denials by as much as 40 percent.

Randy Lann, the association's executive director, said one of the group's missions is partnering with organizations capable of assisting members to grow their furnishings businesses.

"Access to adequate consumer credit is vital to the success of our members'," said Lann. "The Versatile Credit solution has proven to increase applications and approvals — both leading to increased revenue. This is the type of partner we want to make readily available to our members."

Kevin Lawrence, vice president, marketing and sales for Versatile Credit, said working with the statewide association will help the company continue to grow its customer base.

"We are excited to partner with The Arkansas Homefurnishings Association," he said. "Versatile's Credit Cascade is the perfect solution for retailers interested in increasing credit applications, approvals and average ticket transaction amounts. Our self-service solution allows customers to apply for credit using a simple, secure and reliable touch-screen interface. We find that customers are more willing to apply for credit and consider sub-prime lending options when they are in total control of the process. This results in more applications, more approvals and more sales"

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.

### **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.

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