



Contractors report up to a 50% increase in sales with financing offers from the OPTIMUS platform.

Lansing Building Products has partnered with OPTIMUS in the industry-first, all-in-one financing platform from EGIA that makes contractor financing easy.

OPTIMUS arms you with the tools to help every customer in one place, regardless of credit profile - including prime and near-prime options.

Work can be performed anywhere³

Customers can finance projects wherever they need work to be done.

- *Primary Residence*
- *Rental Property*
- *Vacation Home*
- *Anywhere Else!*

Apply Now to Get Started Today

www.optimusfinancing.com/lansing

QUESTIONS?

Contact Eric Gude • 515-499-2849 • egude@egia.org

CLOSE MORE SALES



- Large menu of payment options
- Credit limits up to \$100,000
- High approval rates

GROW YOUR BUSINESS



- OPTIMUS provides credit decisions in seconds
- Immediate funding upon authorization

DELIGHT YOUR CUSTOMERS



- One paperless application
- 90% of customers approved

How OPTIMUS Works



Step 1: Customer Applies

Apply online through OPTIMUS. Soft credit pull technology for "Know Before You Go" pre-qualification.



Step 2: Qualified Customer Gets Approved

Credit decisions are rendered in seconds.



Step 3: You Get Funded

Customers authorize the transaction and funds are delivered via ACH within 1-2 business days.

Frequently Asked Questions

Q: Why should I offer financing?

Offering your customers flexible financing options gives them the buying power to afford their dream project, increasing your close rate and average order size.

Affordable payment buyers will spend more on their dream project if it only adds a small amount to their monthly payment.

Cash buyers could write a check today, but can afford to spend much more with promotional options, such as no interest no payments for 12 months.

Q: How do my customers pay me?

Once the project is completed and your customer authorizes funding you will receive an ACH deposit within 1-2 business days. (Minus any fee imposed by the dealer.)

Q: What kind of interest rates does OPTIMUS offer?

OPTIMUS provides over 30 loan plans to customize your financing options including same as cash, zero interest, and reduced interest.

Q: How long does it take for me to get paid?

Funds are paid via ACH deposit within 1-2 business days of job completion.

Q: How does OPTIMUS financing increase sales?

Customers prefer payment options for major purchases to increase their buying power and fit their budget. OPTIMUS offers multiple plans including same as cash, low interest, and no interest options to meet any needs.

Q: How do I use OPTIMUS?

1. Apply to become an OPTIMUS contractor.
2. Get OPTIMUS set up on your website to allow customers to get pre-qualified and approved.
3. Close the sale and give your customer the solutions they need!

Q: What are the requirements to quality?

- Nearly all contractors qualify to offer OPTIMUS!
- No minimum time in business requirements
- No minimum funding requirements
- No minimum annual sales revenue requirements

