

**FOR IMMEDIATE RELEASE**

## **Gretchen Strohlein of Genesis Credit Presents “Debunking the Myths of Second-look Financing” at Furniture Today’s 2016 Finance Symposium**

Beaverton, Oregon, March, 22, 2016 – Genesis Credit® serves near prime consumers with the nation’s leading second-look and supplemental point of sale financing programs. Genesis Credit is sponsoring *Furniture Today’s* Finance Symposium in Atlanta, Georgia, March 28-29, 2016. This year’s Symposium is focused on *Money Matters 2.0: Outpacing Change Through Financial Excellence*.

Gretchen Strohlein, Genesis’ VP of Client Services, will be presenting “Debunking the Myths of Second-look Financing”. Her presentation will outline the three main second-look misconceptions retailers have and then uncover the truths and value of implementing a second-look program.

### **About *Furniture Today* Finance Symposium**

The emergence of secondary and tertiary finance options following the Great Recession created unprecedented opportunities for furniture retailers. It also sparked dramatic changes in the compliance, marketing and technological landscape. *Furniture Today’s* industry-leading Finance Symposium will reveal today’s best practices and emerging solutions to help savvy retailers stay ahead of the competition. For more info visit [www.financialcon.com](http://www.financialcon.com) for more information.

### **About Genesis Credit**

Genesis Credit is the leader in second-look and supplemental financing for credit challenged customers. Genesis Credit offers customers access to a variety of credit financing solutions with simple terms, competitive rates, and excellent customer service; designed to provide non-prime credit customers with the same financing opportunities as prime credit programs. For more information visit Genesis’ website at [www.genesis-fs.com](http://www.genesis-fs.com).

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