

Merchant Lending



**Merchant Lending is CRIF Select's
point of sale consumer financing option.**

Today's economic environment calls for lenders to explore different channels for loan volume. Expand your lending market with Merchant Lending services from CRIF Select. Our point of sale lending program gives local merchants the ability to generate, submit and close loans on site, giving you the ability to generate revenue from merchants by providing 24/7 instant financing via a web-based portal.

Our Merchant Lending program features a custom merchant network, acts as a lead generator for your small business lending program, engages new customer relationships for cross-selling opportunities and enhances overall value to your merchant relationships by increasing exposure to their products. And, it's a smart solution for boosting your business by providing "right here, right now" financing.

COST-EFFECTIVE BUSINESS PROCESS OUTSOURCING

Merchant Lending

GROW YOUR PORTFOLIO AND MEMBER OR CUSTOMER RELATIONSHIPS IN NEW AND EXCITING WAYS

How Does it Work?

Through a convenient web-based portal, you can give retailers and service providers the ability to create, submit and close loans on site. The merchant simply completes the loan application on behalf of the consumer and submits it to your credit union or bank for approval. A member of your staff then selects the appropriate decision option in the online system and, with a simple click, submits it back to the merchant for closing.

What are the Benefits?

CRIF Select's Merchant Lending services enable lenders to:

- Offer point of sale consumer financing to customers purchasing anything from ATVs to lifestyle loans
- Increase loan volume from a new market
- Develop relationships with local merchants
- Engage new customer relationships for cross-selling
- Work with preferred merchants that are dedicated to supporting the product
- Build a pipeline of unsecured and secured loans
- Tap into a new source of lead generation for small business lending
- Enhance value to merchant partners by increasing exposure to their products

What is Included in the Solution?

- Easy-to-use merchant lending technology
- Merchant lending training support
- Market understanding and expertise from a trusted provider

Who Should I Target?

Once your institution is up and running with our merchant lending solution, there's a wide variety of local retailers you can partner with, including:

- Farm and garden equipment stores
- Jewelry stores
- Swimming pool contractors
- Furniture stores
- Plastic surgeons
- Auto parts and tire stores
- Computer centers
- Bridal boutiques
- Orthodontists
- Sporting goods stores

CRIF Select delivers solutions for every step in the lending process, saving you time and money. To learn more about Merchant Lending or our other products and services, contact us today!