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**FOR IMMEDIATE RELEASE**

## **Genesis Credit Sponsors 2015 Furniture First Symposium in Nashville, Tennessee**

Beaverton, OR, May 26, 2015 – Genesis Credit, the leader in second-look financing programs, is a proud sponsor of the 2015 Furniture First Symposium at The Omni Hotel in downtown Nashville, May 31<sup>st</sup> through June 2<sup>nd</sup>. During the four day event, Genesis Credit will be exhibiting second-look and supplemental credit programs, showing retailers how they can increase sales and build customer loyalty by partnering with Genesis.

The Furniture First Symposium is a time for retailer Members to focus on their business and learn from other members and vendors during presentations and networking sessions. Guest speakers, Steve Gilliland, Steve LeFever, Cam Marston, and Mike Robbins will be presenting on topics ranging from refocusing your attention on what is important, driving unit profitability and growth, selling across generations, and the power of appreciation. The symposium is also holding multiple networking and breakout sessions to further educate and engage the attendees.

During the three day symposium, Genesis Credit will lead two round table discussions on how to sell credit to customers and leveraging second-look financing to increase sales. In addition, Genesis Credit will be exhibiting (Table K) how its second-look and supplemental financing programs enables retailers to provide near prime customers with credit that emulates a prime lender option. In addition to the quality of the programs, Genesis Credit also provides superior customer service and encourages repeat purchases that promotes brand loyalty for the retailers.

### **About Furniture First**

Furniture First is a family of independent full-line home furnishings retailers across the United States that have a strong community reputation as well as a good credit rating. Since 1994 the Buying Group has grown to more than 215 stockholder-members, representing over 450 furniture stores in 47 states, reporting over \$1.7 billion in sales. We are geographically exclusive by representation. Furniture First has showrooms in both Las Vegas and High Point Markets and display some of the best selling merchandise from our supplier partners, as well as, information from our 40 plus service suppliers. Furniture First's in-house experts are available at markets to help the members grow their profitability. For more information on the Furniture First Symposium visit [www.symposium.furniturefirst.coop](http://www.symposium.furniturefirst.coop).

### **About Genesis Financial Solutions**

Genesis Financial Solutions, Inc. is the leader in providing second-look financing for credit challenged customers. Genesis offers customers 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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