



FOR IMMEDIATE RELEASE

## **Genesis Financial Solutions launches omni-channel solution for Furniture Industry and is partnered with over 40 of the Top 100 Furniture Retailers in the US**

Beaverton, OR – July 26, 2017 – [Genesis Financial Solutions](#), the nation’s leading provider of private-label credit programs for non-prime consumers is pleased to announce its continued expansion in partnering with leaders of the furniture industry. Recent signings of strategic partnerships, direct second-look program launches and omni-channel advancements have all driven this growth.

Genesis’ second-look portfolio now includes over 40 of Furniture Today’s Top 100 U.S. furniture retailers. Top 100 retailers like Ashley HomeStore, Mattress Firm, Mor Furniture for Less, Raymour & Flanigan, and City Furniture have partnered with Genesis to provide their non-prime customers access to second-look financing that delivers a prime credit experience.

Home Furnishings Retailers enjoy significantly higher top-line sales when providing Genesis second-look financing to their customers and gain higher credit approval rates, larger ticket sales, and an increase in repeat purchases. Retail partners also receive a prime credit experience through every aspect of the partnership ranging from technology, best in class service, and promotional terms for consumers.

Genesis recently launched an omni-channel guest experience with Ashley HomeStore. The omni-channel solution enables Ashley customers to apply and make purchases online or in store, enabling consumers to transact in their preferred environment. “With the changing customer landscape, launching the omni-channel experience with Genesis is essential to maintaining and growing Ashley HomeStore’s business,” said Benjamin Thorud, SVP, Ashley HomeStore. “Integrating the Genesis Credit® Ashley Advantage™ card into our ecommerce site has allowed us to provide purchase opportunities to thousands of applicants who would have gone unserved. We’ve seen tremendous adoption from our online customers since launching the program.”

“In the short time since the omni-channel solution launched, we have received a credit application every 7 minutes with the average transaction size for these purchases being \$2,000,” stated Bryan Waters, President, Genesis Financial Solutions. “We are proud to have successfully launched the omni-channel solution with Ashley HomeStore and provide customers easy and flexible access to the financing they need.”

Furniture and bedding retailers can learn more about partnering with Genesis at the upcoming Las Vegas Summer Market, July 30–August 2, 2017. Genesis Financial Solutions is exhibiting in Building B, Suite 1050, Booth #2.

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### **About Genesis Credit**

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