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**FOR IMMEDIATE RELEASE**

## **Genesis Credit Exhibits Second-Look Financing Programs at North American Home Furnishings Networking Conference**

Orlando, FL, May 11, 2015 – Genesis Credit, the leader in second-look financing programs, is participating in the North American Home Furnishings Networking Conference (HFNC) at Disney’s Coronado Springs Resort on May 17-19, 2015. Genesis Credit will be exhibiting second-look and supplemental credit programs during the three day event.

The annual HFNC brings together retailers, vendors, and manufacturers to learn, connect, and find solutions that benefit the bottom line of every operation. The conference is being held at the Disney Resort, one of the most iconic and successful brands in the world, to immerse attendees in a mix of inspiration, expectation, and education.

Genesis Credit will be showcasing (Booth E3) how it enables retailers to provide customers, with less-than-perfect credit, second-look financing programs 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 North American Home Furnishings Association**

The North American Home Furnishings Association (NAHFA) was founded in 2013 with the merger of the three largest home furnishings retailer associations in the U.S. The NAHFA is North America’s largest organization devoted specifically to the needs and interests of home furnishings retailers, with more than 1,800 members representing more than 7,000 storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by partnering with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more conference information visit [www.thehfnc.com](http://www.thehfnc.com).

### **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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