



**FOR IMMEDIATE RELEASE**

## **Genesis Credit and Mor Furniture for Less Expand Second-look Financing Partnership to Include Credit Card Program**

Beaverton, Oregon, April 19, 2016 — Genesis Credit®, the leader in second-look financing, has expanded their partnership with Mor Furniture for Less to provide credit challenged customers with a new credit card program, The Mor Furniture for Less Silver Account. Mor's partnership with Genesis Credit began in 2012 and has resulted in a several fold increase since 2012 in sales on the program.

"During the time we have partnered with Genesis Credit we have grown our second-look sales exponentially on the Genesis program," said Rob Kelley, Vice President, Mor Furniture for Less. "With those results, it was an easy decision to expand our financing partnership with Genesis."

Mor maintains 30 showrooms throughout the Western United States. In October 2015, in partnership with Genesis Credit, a new Mor Furniture for Less Silver Account program was launched. With over 30% of their total sales being generated from repeat purchases, Mor wanted to expand their second-look financing options with a credit card program to increase the convenience for their loyal customers.

"It is an honor to partner with a forward thinking company like Mor Furniture for Less," said Bruce Weinstein, CEO, Genesis Financial Solutions. "Our partnership with Mor Furniture for Less has allowed more people to access second-look financing options for their home furnishing purchases and given Mor the increase in sales to grow and expand their business."

### **About Mor Furniture For Less**

Mor Furniture For Less was founded in 1977 in San Diego, California. As the West Coast's largest family-owned and operated furniture company, Mor Furniture for Less believes in providing a fun and entertaining shopping experience. We know that you are shopping for your house, not a warehouse, which is why our carefully-selected furniture selection is arranged into complete rooms, allowing you to visualize the furniture as it would be in your home. Mor Furniture for Less has grown to become the largest family-owned furniture retailer on the West Coast, allowing them to provide greater savings for their customers. For more information, visit [www.morfurniture.com](http://www.morfurniture.com).

### **About Genesis Credit**

Genesis Credit®, powered by Genesis Financial Solutions, is the leader in providing access to second-look financing for credit challenged customers. Genesis Credit offers customers access to a variety of credit financing programs with simple terms, competitive rates, and excellent customer service. Our programs are designed to provide non-prime credit customers with financing opportunities competitive with prime credit programs. For more information visit Genesis Credit at [www.genesis-fs.com](http://www.genesis-fs.com).

###