



Genesis Financial Solutions  
8405 SW Nimbus Ave., Suite A  
Beaverton, OR 97008

## **FOR IMMEDIATE RELEASE**

### **Furniture First and Genesis Financial Solutions Announce Partnership**

Harrisburg, PA, January 15, 2014—Furniture First has formed a strategic partnership with Genesis Financial Solutions to offer Genesis Credit second-look financing. The financing program allows customers with less-than-perfect credit to purchase goods and services from participating Furniture First retailers.

“Our members care about their customers’ needs,” said Bill Hartman, President of Furniture First, “so we partnered with Genesis to provide a solution for customers who don’t qualify for traditional lending options.”

The Genesis Credit program helps Furniture First retailers to increase approval rates, deepen customer loyalty, and boost sales volume. By working together, we are enabling more customers the ability to purchase the goods and services they want and deserve.

“Fewer customers are served by prime lenders,” said Bruce Weinstein, CEO of Genesis Financial Solutions. “We look forward to working with Furniture First retailers to serve more customers and to help grow sales.”

#### **About Furniture First**

Furniture First was founded in 1994 by a small group of independent furniture retailers who joined together to better compete with national furniture chains. Through collective buying power and the sharing of best business practices, Furniture First members have thrived in increasingly competitive markets. Today, 182 Furniture First members represent over 395 retail locations nationwide and collectively generate over one billion dollars in retail volume. For more information, please visit <http://www.furniturefirst.com/>.

#### **About Genesis Financial Solutions**

Genesis Financial Solutions, Inc. provides access to financing for consumers with non-prime credit through partnership with educational institutions, retailers, and healthcare organizations that want to serve more customers and increase sales volume. With over 12 years of acquiring, originating and servicing consumer credit, Genesis Financial Solutions has earned a strong reputation among consumers and partners by offering attractive terms, competitive rates, and exceptional customer service. For more information, please visit <http://www.genesis-fs.com/>.

#### **Contact**

To learn more about this partnership, please contact:

**FURNITURE FIRST**

Shelly Burd

Vice President of Services

717-540-9725, Ext. 121

sburd@furniturefirst.com

**GENESIS FINANCIAL SOLUTIONS**

Cari Laney

Assistant Marketing Manager

503-268-5873

cari.laney@genesis-fs.com

###