



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

## **FOR IMMEDIATE RELEASE**

### **Pilgrim Furniture Offers Genesis Credit Second Look Financing**

Southington, Connecticut, November 21, 2013—Pilgrim Furniture City has partnered with Genesis Financial Solutions to offer Genesis Credit second-look financing. The financing program allows customers with challenged credit to purchase goods and services from the furniture store.

"In the few short months that we have partnered with Genesis, they have proven to be an integral part of growing our business," states Mike Albert, President of Pilgrim Furniture City. "The Genesis Credit program is easy-to-use and this has allowed Genesis to succeed where other previous providers have not been able to."

Genesis Credit is offered at all four of the company's locations throughout Connecticut. In addition to providing a financing product that looks and feels like their prime lender, the program allows repeat purchases that helps foster customer loyalty.

"Genesis is deeply committed to meeting the needs of Pilgrim's underserved customers," says Bruce Weinstein, CEO of Genesis Financial Solutions. "It's an honor to work with Pilgrim and to offer affordable financing for their non-prime customers."

#### **About Pilgrim Furniture City**

The Pilgrim Furniture City opened in 1961 Bristol, Connecticut. Currently, Pilgrim Furniture has four superstore locations totaling more than 280,000 square feet of floor space. For more information, please visit <http://www.pilgrimfurniturecity.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:

**PILGRIM FURNITURE**

Lindsey Britton  
Accounts Receivable Manager  
860-620-8101  
lindseys@pfcmail.com

**GENESIS FINANCIAL SOLUTIONS**

Cari Laney  
Assistant Marketing Manager  
503-268-5873  
cari.laney@genesis-fs.com

###