

The confidence to grow your sales.

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**FORTIVA
FINANCING**

**MORE
PROJECTS**

**SALES
GROWTH**

With Fortiva Retail Credit, contractors can offer financing to their credit-challenged customers, which can result in more sales and revenue growth for you.



The consumer financing is provided exclusively by Fortiva Retail Credit. GAF does not endorse, is not responsible for, and disclaims all liability in connection with any services provided or any claims made by Fortiva Retail Credit and the consumer financing program.

INCREASE SALES WITHOUT SPENDING MORE ON MARKETING

GAF is proud to present Fortiva Retail Credit, a consumer second look financing program, to our contractor network.

Contractors can now offer lines of credit up to \$20,000. This means you can be confident customers can get financing for GAF residential roofing installations, products, repairs, warranties and all other services.



**MORE
APPROVALS**

Get an average of 30-50% more customers approved, even down below a 550 FICO score



**DEEP
EXPERIENCE**

Trust our parent company's 22 years in the less-than-prime financing industry



EASY-TO-USE

Enjoy a 100% paperless process with 10-second decisioning and no job completion submission required



**FLEXIBLE
TECHNOLOGY**

Accept customer application via tablet, smartphone, website or over the phone



**AWARD-WINNING
SUPPORT**

Hand off the heavy lifting including customer service, billing and collections

Want more info? Contact Bob Maisel at:

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or

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Q&As

EXPAND YOUR RESIDENTIAL CUSTOMER FINANCING PROGRAM BY ADDING FORTIVA RETAIL CREDIT

Getting started with Fortiva Retail Credit is fast and easy. These common questions and answers on how the program works can help you get started today.



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Q: What types of products and services qualify for financing?

A: All products, installations, warranties, visit fees and other services associated with the enrolled contractor.

Q: Are there any business requirements that must be met to utilize the FRC program?

A: The contractor must have been in business for one (1) year and have one (1) million in total revenue to be considered for using the FRC program.

Q: Why is the Fortiva Retail Credit program good for homeowners?

A: Nearly 50% of all home improvement projects over \$5,000 require financing.* The Fortiva program allows for a wide range of customers to secure funds by approving down below 550 FICO. This typically approves 30-50% more homeowners when supplementing an existing prime program.

Q: What does it cost for a contractor to participate in the Fortiva Retail Credit program?

A: There is a competitive contractor fee per transaction due to approving customers with less credit worthiness than other programs do.

Q: What is the credit limit that a person can secure?

A: \$20,000

Q: How does a contractor register?

A: Log on to the GAF Certified Contractor Zone (CCZ) at ccz.gaf.com and click on the "Tools4Success" tab. Then click "Residential", "Financing" and "Fortiva" to enroll.

Q: Why is the Fortiva program better than other options for contractors and homeowners?

A: Fortiva Retail Credit offers an easy-to-use, 100% paperless process for contractors with instant approvals for their customers (including credit-challenged customers). Lastly, contractors are paid quickly and easily.

Q: Who is the lender?

A: Fortiva Retail Credit lines of credit are issued by The Bank of Missouri, St. Robert, MO.

Q: How can I learn more about the program?

A: Log on to ccz.gaf.com and click: "Tools4Success" > "Residential" > "Financing" > "Fortiva".



AT A GLANCE

- Paperless process
- 10 second decision
- More approvals
- Fast funding via ACH
- No job completion paperwork submission required
- Revolving line of credit to come back and buy more
- Tablet, smartphone and web-enabled applications
- Award-winning customer service
- 20+ years of experience

*According to the Certified Contractors Network. Sourced: <https://www.contractors.net/contractors/resources/same-as-cash-financing/>