



BELGARD® PREFERRED PAYMENT

SET YOURSELF APART FROM THE COMPETITION
BY OFFERING FINANCING TO YOUR CUSTOMERS.

QUICK FACTS:

- Multiple financing options available:
 - Same-As-Cash:** 3, 6, 12, 18 and 24 month options
 - 6.99% Reduced Interest Loan:** 5, 7, 10 and 12 year options
 - 9.99% Fixed Rate Loan:** 5, 7, 10 and 12 year options
 - Traditional Installment Loan**
- Loan amounts from \$1,000-\$75,000
- Easy application process for contractors to sign up and start promoting with homeowners
- No paperwork - a quick, easy and safe application process for the homeowner. Apply by mobile, online, and toll-free loan-by-phone number.
- Payment received within 24 hours directly to your bank account
- No recourse to the contractor or dealer



"We have been using Belgard® Preferred Payment for two years, and it has become a valuable tool for our Design Consultants. Because of the financing options, we have customers who are able to do a full remodel (instead of in stages), leading to thousands of dollars in additional business. Having a financing program available opens the door for additional opportunities during negotiations. Thank you Belgard® for offering the service to our clients."

— Sarah Rose,
Marketing Assistant
Black Diamond Paver Stones & Landscape



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GETTING STARTED

- Belgard® Preferred Payment helps set you apart from your competition. Even if you think your client would never need financing, it's the fact that you, a Belgard® Authorized Contractor, are backed by a financial institution. This gives you immediate credibility.
- Clients who use financing typically do have the money to pay. However, they like the opportunity to manage their cash flow – which makes financing so appealing to our target customers. They understand the value of financing and typically prefer that option over paying in one sum.
- Belgard® Preferred Payment also gives you the opportunity to upsell. The client may have a certain budget amount because they didn't know the possibilities you can help them create for their outdoor space and BPP gives them the flexibility to pay it off over time. Even if you think your client doesn't need financing, Belgard Authorized Contractor's are backed by a financial institution that gives you credibility and your clients peace of mind.
- Enrollment is easy. Contact your Belgard Sales Representative for the application form and submit to: preferredpayment@belgard.com

SELLING TIPS

Talking about money can be tricky, so here are a few tips to help you feel confident in offering Belgard® Preferred Payment as the preferred payment option.

- Next time you are out with your friends, ask them what they think of financing options. Would they take advantage and why? You may be surprised at how easily people will discuss this and often take advantage of it when available.
- Join our Belgard® Preferred Payment webinars to hear from others who are currently utilizing the program.
- Leave behind a brochure with the catalog to keep the program on the homeowner's mind.

BELGARD®

**PAVES
THE WAY™**

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