

### Merchant Services Hotline 888-222-2176

Hours: Monday-Saturday 8:00am-11:00pm ET, Sunday 11:00am-9:00pm ET

#### FOLLOW THE PROMPTS FOR ASSISTANCE WITH:

Submitting a customer application by phone	Obtaining an authorization code for a sale	Cardholder account lookup	Funding verification and date of sale posting	General questions
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**Fax Line for Application and/or Funding:**  
888-222-2986

**Training Courses and Videos for Your Staff:**  
[www.mysynchrony.com/learningcenter](http://www.mysynchrony.com/learningcenter)

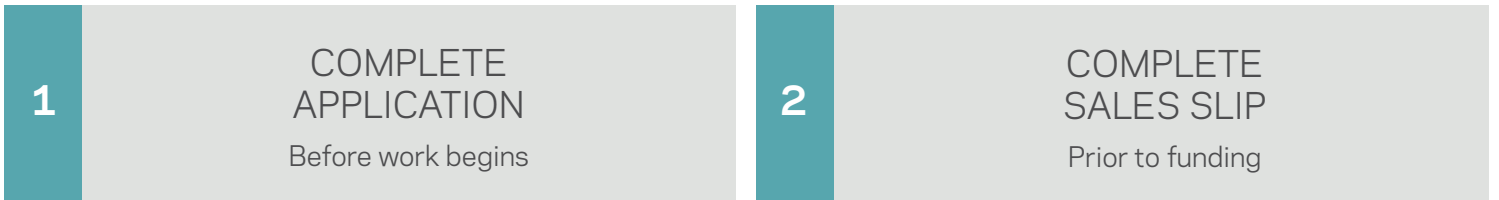
**Selling and Marketing Tools for Your Business:**  
[toolbox.mysynchrony.com](http://toolbox.mysynchrony.com)

**Customer Service Hotline for Account Holders:**  
800-250-5411

### ORDERING SIGNAGE AND POINT-OF-PURCHASE (POP) MATERIALS

In **Business Center**, using the left navigation, click **RESOURCES** then select **ORDER SUPPLIES**. Select **"PLACE AN ORDER"** from the upper left-hand corner. You can order new signage and forms for your store any time, free of charge. If you do not have access to Business Center, call Merchant Services at 888-222-2176.

### Financing Process



### WHY DO CUSTOMERS USE FINANCING?

<p><b>CASH MANAGEMENT</b></p> <p><i>"I like to take advantage of special financing offers and save my on-hand cash for other things"</i></p>	<p><b>UPGRADES</b></p> <p><i>"I want to use financing to purchase a better product than I can get with on-hand cash"</i></p>	<p><b>BUDGETING</b></p> <p><i>"I need to use financing to make a purchase at this time"</i></p>
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### Important Notes:

- Property to be improved must be owner occupied (no rental properties).
- A co-applicant should sign the Credit Application only if he/she wishes to be obligated to repay the debt. It is the customer's choice whether or not to have a co-applicant.
- One account per property (household) in a 60-day period.
- No split financing of purchases between lenders or account-holders.
- A \$29 Account Activation Fee will be added to the minimum payment due on the first month's bill by Synchrony Bank for the first purchase of a new account.
- At no cost to the Merchant or customer, cardholders may change their promotional option for up to 60 days post-funding through Merchant request.

# SYNCHRONY BANK PROMOTIONAL FINANCING OPTIONS

## Deferred Interest

- Also known as "No Interest if Paid in Full"
- Minimum monthly payments are required, which may not pay off your promotional purchase before the end of the promotional period. This means in order to pay the promotion in full before the end of the promotional period, the cardholder may need to pay more than the minimum monthly payments.
- If monthly payments are made by their due dates and the purchase is paid in full within the promotional period, interest is not assessed on the promotional balance.
- Interest accrues during the promotional period. To avoid paying the accrued interest, the entire promotional purchase balance must be paid in full by the end of the promotional period.
- If balance is not paid in full within the promotional period, the accrued interest is added to the balance, and the balance will continue to bill interest at the account level Annual Percentage Rate until the balance is paid in full.
- Cardholder may be charged fees for late payments.

## Repayment scenarios for the cardholder - \$5,000 purchase

\$5,000 Twelve-Month Deferred Interest/No Interest if Paid in Full Financing Option:

3 scenarios to show how the cardholders may choose to make their monthly payments.

Note that the outcomes below assume that there are no other balances on the cardholder's account.

	MONTH 1	MONTHS 2-94	MONTH 95	OUTCOME
<b>1</b> Minimum Payments Only	\$154	\$125 INTEREST ACCRUING	\$26	<b>TOTAL PAID \$11,805</b>
	MONTH 1	MONTHS 2-11	MONTH 12	OUTCOME
<b>2</b> Equal Monthly Payments	\$436	\$417 INTEREST ACCRUING	\$413	<b>TOTAL PAID \$5,029</b>
<b>3</b> Minimum Payments + Payoff	\$154	\$125 INTEREST ACCRUING	\$3,625	<b>TOTAL PAID \$5,029</b>

### NOTES:

- All values used are for illustrative purposes only. Amounts may vary.
- Payments are calculated by multiplying the loan amount by the Payment Factor (e.g., \$5,000 x 2.50% Payment Factor = \$125)
- First month payment includes \$29 Account Activation Fee.

## No Interest/Reduced Interest

- No Interest is often referred to as "Equal Pay".
- Reduced Interest is often referred to as "Fixed Pay".
- Cardholder may be charged fees for late payments.
- Fixed/Equal monthly payments of principal and interest required until paid in full.
- Fixed/Equal monthly payments based on a repayment factor for the number of months in the promotional period.

## Repayment scenarios for the cardholder - \$5,000 purchase

### Equal Payments No Interest

MONTH 1	MONTHS 2-24	OUTCOME
\$229	\$200	<b>TOTAL PAID \$5,029</b>

### Fixed Payments Reduced Interest Until Paid in Full

MONTH 1	MONTHS 2-110	MONTH 111	MONTH 112	MONTH 113	MONTH 114	MONTH 115	OUTCOME
\$92	\$63	\$63.24	\$63.65	\$64.06	\$64.47	\$19.10	<b>TOTAL PAID \$7,233.52</b>

### NOTES:

- All values used are for illustrative purposes only. Amounts may vary.
- Payments are calculated by multiplying the loan amount by the Payment Factor (e.g., \$5,000 x 1.25% pmt. factor = \$63).
- Fixed payments will vary during the final months when actual interest is less than the \$2 minimum finance charge.
- First month payment includes \$29 Account Activation Fee.

Includes principal and 7.99% interest with 1.25% payment factor\*

\*7.99% is used here for illustrative purpose. Actual interest rate and payment factor may vary.

# 1

## COMPLETE APPLICATION

### Submit application your way:

- Mobile App Online (Recommended) for instant credit decisions
- Paper Application by **phone** for credit decisions in 60 to 90 seconds; by **fax** for credit decisions in 15 minutes
- Business Center Online (Requires a printer to complete application)

### Mobile App (Preferred)

To set up your business with the Mobile App, go to <https://businesscenter.mysynchrony.com/HomelImprovement/home.do> and click the "Business Settings" link.

1. Give the applicant(s) the paper Terms and Conditions disclosures.
2. Allow the applicant(s) to fill out their information directly into the app. If a co-applicant is being used, make sure to click "On" in the appropriate field at the bottom of the application screen.
3. Verify primary and secondary ID for all applicants.
4. Obtain the customer's electronic acknowledgment.
5. Tap Submit.

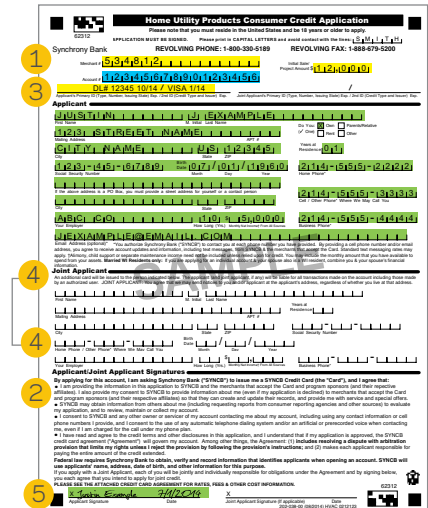


### Paper (Phone/Fax)

1. Fill out business and purchase information. Note: Leave Account # blank prior to submission. You will fill this in after an application is submitted and approved. Terms and Conditions disclosures are included on the form.
2. Refer the customer to the Terms and Conditions portion of the application for their review prior to completing and signing the application.
3. Verify primary and secondary ID for all applicants.
4. The applicant (and co-applicant, if desired) fills out the middle section with their contact information and income details. Note: They must use the monthly net (after-tax) income.
5. Obtain applicant signature(s) and dates.
6. Submit:
  - Phone in application to 888-222-2176; **OR** Fax applications to 888-222-2986.
  - Retain signed application in a secure location for at least 25 months.

#### When phoning in applications, you have two options:

- For no hold times and fast processing, use Phone Express Process (PEP), available 24/7 (See instructions on page 5)
- OR**
- Speak to a Merchant Services representative.



Synchrony Bank fills in the blue section, Merchant provides the account number so you can fill in yellow sections, and Customer fills in green sections.

### Business Center (Not for use in-home)

1. Give the applicant(s) the paper Terms and Conditions disclosures.
2. Collect information verbally from applicant (and co-applicant, if desired) interview-style, or the customer can fill out a paper application that you then enter into Business Center.
3. Verify primary and secondary ID for all applicants.
4. After all information is entered, click Print Application.
5. Keep the first page and give the rest of the pages to the customer. Those pages contain the account Terms & Conditions.
6. Obtain the customer's signature on the first page.
7. Click the box on-screen to confirm that the customer has signed and dated the printed application.
8. Click Submit.
9. Retain signed application in a secure location for no less than 25 months. See your Card Acceptance Agreement for additional retention requirements.



## VALID IDENTIFICATION FOR FINANCING APPLICATIONS

### PRIMARY (PHOTO) ID

State or government issued non-expired IDs (Driver's License, Passport, or Military ID)

**Note:** When using a passport, use state of residence. When using a military ID, the expiration is the date on the top right.

### SECONDARY ID

Major credit and debit cards (VISA, MasterCard, American Express, Discover) department store cards, or gas cards with the customer's name and an expiration date on them (non-expired).

**Note:** Synchrony Bank does not require or advocate the photocopying of customer identification.

# COMPLETE SALES SLIP

Prior to funding, complete a Sales Slip and submit it to Synchrony Bank for funding.

- 1 **Account and Merchant Number**
  - Fill in account number and merchant number.
- 2 **Buyer's Information**
  - Complete buyer's name and seller's name/ address.
- 3 **Credit Plans**
  - Check the "Promotional Offer" that corresponds to the Credit Plan that the customer has selected.
    - For Deferred Interest/No Interest if Paid in Full promo, fill in the cardholder Annual Percentage Rate (APR). The APR is given when you obtain an authorization code.
  - Customer must initial that they have reviewed and selected a promotion.
- 4 **Quantity/Description/Sale Price**
  - Complete description, sale price, down payment (if any), and amount financed at delivery/installation.
- 5 **Authorization Code**
  - Write in authorization code (You should request this code at time of approval).
  - Write in the date of sale.
  - Once the project is completed, write in the date of installation/delivery
  - Select the appropriate product description.
- 6 **Right of Rescission**
  - Inform the customer they have a 3-day right to cancel the project prior to work beginning.
- 7 **Buyer's Signature**
  - Customer must sign upon delivery/completion.
  - Give customer's copy to the customer once signed.
  - Only one customer signature required.

### Sales Slip - A

#### Home Utility Products

54019

1 2 3 4 5 6 7 8 9 0 1 1 2 3 4 5 6     5 3 4 8 1 2

ACCOUNT NUMBER     MERCHANT NUMBER

Justin Example     Co Name/456 Any Street, City, ST, ZIP

BUYER NAME     MERCHANT NAME / MERCHANT ADDRESS

**Promotional Offers - See reverse side for additional details - APR refers to Annual Percentage Rate**

300 Reduced 14.99% APR and fixed monthly payments equal to 2.00% of promo purchase amount - Until Paid in Full

301 Reduced 9.99% APR and fixed monthly payments equal to 4.00% of promo purchase amount - Until Paid in Full

302 No Monthly Interest if Paid in Full within 6 Months (Deferred Interest) 2.6% 9.9% APR      Check if Variable - If variable, APR varies with the market based on the Prime Rate.

No Monthly Interest Changes will be assessed if the promotional purchase balance is paid in full within the promo period. If the promo purchase balance is not paid in full by the end of the promo period, interest will be imposed from the date of purchase at the APR inserted immediately above. Fixed monthly payments are required equal to 2.50% of the highest balance applicable to this promo purchase, rounded to the next highest whole dollar, until paid in full.

JE Buyer(s) Initial: I have reviewed and selected the promotional option that meets my needs.

MODEL # / Service	DESCRIPTION	SALE PRICE
X1 Y Z 1 W I N D O W S		1,200.00

4 5 6 7 8 9

AUTH. CODE     TOTAL PRICE     1,200.00

017 / 011 / 20114     CASH DOWN PAYMENT     200.00

DATE OF SALE     AMOUNT FINANCED     1,000.00

08 / 01 / 2014     DATE OF INSTALLATION     HVAC Products     Generator     Plumbing Products     Electric     Other

I acknowledge receipt of a completed copy of this Sales Slip and have reviewed and understand the promotional terms that will apply to this purchase. I authorize the amount shown to be charged to my credit card account shown above and agree that the purchase will be governed by the terms of the Synchrony Bank Credit Card Agreement.

6 IF THIS WAS AN IN-HOME SALES TRANSACTION, I ACKNOWLEDGE THAT I HAVE BEEN PROVIDED BY THE MERCHANT WITH BOTH THE ORAL AND WRITTEN NOTICE OF MY RIGHT, AS A BUYER, TO CANCEL THIS TRANSACTION.

Synchrony Bank assesses a one-time \$29 Activation Fee under the Credit Card Agreement at the time the first purchase posts to the account. Any additional surcharges or fees charged by the merchant in connection with applying for or using the Credit Card are prohibited.

Justin Example     X

(BUYER SIGNATURE)     (BUYER SIGNATURE)

202-085-00 (08/2014) HUP-A 0212123     54019

Synchrony Bank fills in the blue section, Merchant fills in yellow sections, and Customer fills in green sections.

**Note:** For spa purchases, the Sales Slip requires a customer signature for delivery verification.

## SALES TOOLS - Available at [toolbox.mysynchrony.com](http://toolbox.mysynchrony.com)

### Promotional Options: In-Home Sales Tool

Financing menu that allows the customer to choose the special financing promotion that best meets their needs.

### Promotion Options

Synchrony Bank provides you with a variety of promotional offers designed to fit specific financial needs. The promotional options available to you are listed below. For additional disclosure information, please see the reverse side.

Reduced APR with Fixed Payments promotional options are great choices if you are looking for a lower APR with predetermined payments to allow you to fit the purchase into your budget. Synchrony Bank offers your contractor three of these promotional options to best fit your needs.

- Plan 600** Reduced 9.99% APR and fixed monthly payments equal to 2.00% of promo purchase amount - Until Paid in Full.
  - On purchases with your Synchrony Bank credit card. \$29 account activation fee will apply. Payment schedule is 36 months. See reverse side for additional information.
- Plan 601** Reduced 9.99% APR and fixed monthly payments equal to 2.50% of promo purchase amount - Until Paid in Full.
  - On purchases with your Synchrony Bank credit card. \$29 account activation fee will apply. Payment schedule is 36 months. See reverse side for additional information.
- Plan 602** Reduced 5.99% APR and fixed monthly payments equal to 3.00% of promo purchase amount - Until Paid in Full.
  - On purchases with your Synchrony Bank credit card. \$29 account activation fee will apply. Payment schedule is 36 months. See reverse side for additional information.

Save your cash by deferring interest during the promotional period. The Deferred Interest promotional option is a great choice if you will have funds to pay the balance in full by the end of the promotional period.

- Plan 603** No Monthly Interest if Paid in Full Within 12 Months (Deferred Interest)\*
  - On purchases with your Synchrony Bank credit card. Monthly interest will be charged on purchases with this promotional option. Monthly interest will be charged for 12 months. \$29 account activation fee will apply. Fixed monthly payments are required equal to 2.50% of the highest balance applicable to the promo purchase with 2.50% APR. See reverse side for additional information.

Card activated by Synchrony Bank

### Payment Estimator

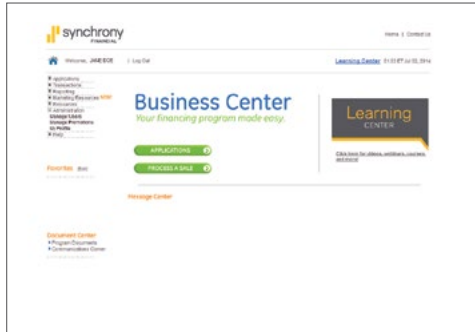
A simple tool to assist you in calculating monthly payments by promotion.

### PAYMENT ESTIMATOR - FOR RETAILER USE ONLY

For Use by Retailer to Estimate Monthly Payments

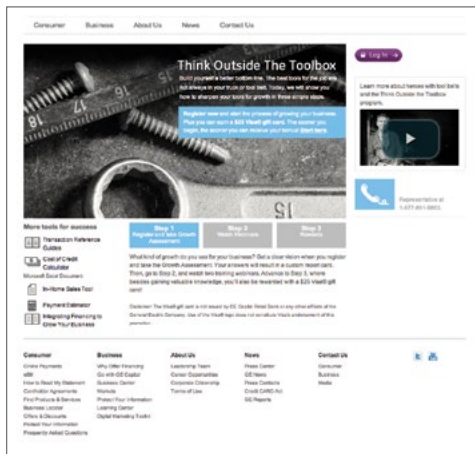
Plan	APR	Payment	Term	Total
Plan 600	9.99%	\$33.33	36	\$1,200.00
Plan 601	9.99%	\$35.00	36	\$1,260.00
Plan 602	5.99%	\$31.67	36	\$1,140.00
Plan 603	0.00%	\$0.00	36	\$0.00

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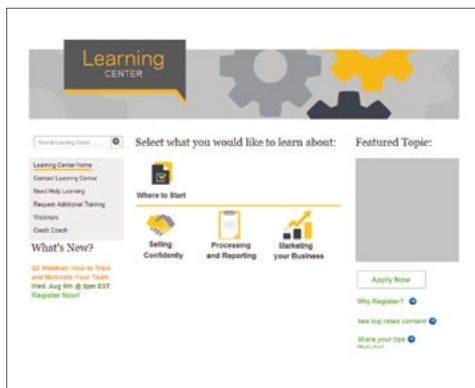
## Business Center [www.mysynchrony.com/business](http://www.mysynchrony.com/business)

- Manage your Synchrony Bank account
- Submit credit applications
- Access business and funding reports
- Order signage and forms
- Access marketing tools, such as My Customer List (Open to Buy)



## Think Outside the Toolbox [toolbox.mysynchrony.com](http://toolbox.mysynchrony.com)

- Watch webinars about selling with financing in-home
- Access printable sales tools to use during financing conversations



## Learning Center [www.mysynchrony.com/learningcenter](http://www.mysynchrony.com/learningcenter)

- Take short online courses showing how to use financing
- Watch videos of best practices by other businesses
- View on-demand business-building webinars

### Phone Express Processing (PEP), call 888-222-2176

**Press 1** - To use new PEP automated system–this is the fastest way to enter an application and get a credit decision.

**Press 2** - To submit a new application.

#### Information you will need to use PEP:

- 16-digit dealer number
- Applicant's date of birth, Social Security Number, address, zip code and telephone number
- Applicant's residential status: own, rent or other
- Applicant's net income figure, including all sources of income

## Transparency Principles: COMPLIANCE REQUIREMENTS

**Synchrony Bank promotes full transparency and disclosure to all applicants for its credit card program (the “Synchrony Bank Financing Program”). To assure that applicants are aware of several key attributes of the Synchrony Bank Financing Program, you hereby agree as follows:**

- 1) You will ensure that training on how to offer, process and transact with the Synchrony Bank Financing Program is integrated into your existing associate training program. Helpful training materials including videos, self-paced courses and pre-recorded webinars can be found online at Synchrony Bank’s Learning Center: [www.mysynchrony.com/learningcenter](http://www.mysynchrony.com/learningcenter).
- 2) Your customers must receive the Credit Card Agreement in writing and have the opportunity to review it and other disclosures in the application brochure before signing an application.
- 3) You must retain each applicant’s signature page and sales receipts in a secure location for no less than 25 months from the date of the application. Failure to keep and, upon request, produce the signature page to GE Capital Retail Bank may expose your business to an automatic chargeback upon consumer dispute.
- 4) Fees may not be charged to consumers for applying for credit or for using their Synchrony Bank account to finance purchases. These fees have been called Administration Fees, Documentation Fees or other generic terms. All are prohibited by your Card Acceptance Agreement with Synchrony Bank and you will be responsible for refunding customers accordingly.
- 5) You or your staff must inform all Synchrony Bank Financing Program applicants of the following:
  - The Synchrony Bank Financing Program is a credit card and is NOT an in-house credit program. The Synchrony Bank Financing Program is NOT an interest-free credit card.
  - Cardholders should be provided with information about the different special financing options available to them and how they work before requested to choose which one to use for their specific purchase. It is especially important that cardholders understand the basic features of No Interest, Reduced Interest and Deferred Interest /No Interest if Paid in Full options, if all these type of promotions are being offered. The key concepts include:
    - The length of the promotion
    - Whether the promotion expires and if so what happens upon expiration
    - Required payments during the promotional term
  - For Deferred Interest promotions, deferred interest accrues on the outstanding balance during the promotional period from the date of the transaction. Finance charges can be avoided ONLY IF the promotional balance is paid off prior to the end of the promotional period.
- 6) You must provide the promotional terms to the customer on the completed, signed Sales Slip.
- 7) You will advise customers of any policy regarding returns/refunds.
- 8) These program guidelines are designed to provide transparency for cardholders. Synchrony Bank reserves the right to monitor your adherence to these and other Synchrony Bank Financing Program policies subject to the consequences defined in your Card Acceptance Agreement.

## FAIR AND RESPONSIBLE LENDING REQUIREMENTS

### Fair Lending Principles to Know

Credit must be offered to all applicants fairly and consistently. Failure to do so may result in allegations of discrimination, potential violations of federal or state fair lending laws, litigation or reputational risk. All customers should be encouraged to apply for credit without regard to race, color, religion, national origin, sex, marital status, familial status, age, disability, receipt of income (in whole or in part) from public assistance programs, or an applicant’s good faith exercise of a right under the Consumer Credit Protection Act. In addition, credit-related activities must be conducted in a way that is not considered unfair, deceptive, or abusive from the customer’s perspective. Unfair activities are those that may cause unavoidable “substantial injury” (typically financial harm) to customers. Deceptive activities could include statements or omissions that mislead customers or influence their decision to buy or use a product or service. Abusive practices interfere with the customers’ ability to understand the terms and conditions of a product or service; or which take advantage of the customers, lack of understanding or inability to protect their interests.

### Clear and Accurate Communications

Your advertising, signage, and conversations with customers should help them understand and make informed choices regarding your products and available financing options. Disclosures should clearly and accurately describe the terms, conditions, and any limitations associated with the purchase and the Synchrony Bank relationship the customer is establishing.

### Taking and Processing Applications

All customers should be encouraged to complete and submit applications for credit. Do not discourage anyone from submitting an application, either through oral statements, body language, delays or discourtesy. Also, make certain that employees provide a consistent level of service in responding to questions from customers about the availability of credit and/or completing the application.

### Completing the Credit Application

The credit application and Terms & Conditions must be provided to customers before they apply. It is the customer’s choice to have a joint applicant, but it is not required that a joint applicant be a spouse. Alimony, child support or separate maintenance payments do not need to be disclosed unless the customer wants this income to be considered.

### Pricing and Fees

No fees related to the application process or Synchrony Bank financing are allowed, and the pricing of credit approved for customers cannot be changed from what Synchrony Bank approved and communicated. The availability of promotions must be consistently shared with customers when they apply for credit.