

# The Power of Choice: Select the promotions that best meet your needs.

Synchrony® now offers dealers the option to easily customize your promotional offerings, if you choose.

### What does the power of choice mean for you?

- Rather than receiving a set promotion menu, you have the ability to choose options for your customers and your business based on your average project size, product offerings, etc.
- The ability to customize each promotion by a date range, dollar amount or product type allows you to manage overall costs.
- The 6 Month Deferred Interest with Payment promotion is required for all merchants and is a great choice for smaller jobs and service work.
- A new universal paper sales slip is now available and form changes are no longer required when you choose new promotions!
- You have greater flexibility to change promotions to leverage manufacturer-sponsored promotions.

### What to consider as you choose your promotions:

- What promotions are you featuring today?
- What is your average sale?
- What is your competition offering?
- Are you running any specials?
- Are you featuring any specific services or products?

Remember, different customers may be interested in different promotions. Make sure to include a variety when choosing your promotions.

## SUGGESTED PROMOTIONAL OPTIONS

### ★ Most Popular Promotions

#### Why?

- Attractive promotional options for all customer types: cash management, upgrades and budgeting.
- Deferred and Equal Pay promotions allow cash managers to hang on to their money.
- Payment options that appeal to budgeters and allow customers to upgrade.

\*Typically used for higher-priced products or projects.

Plan #	Description	Monthly Payment Factor	Est.# Payments
Plan 920	No Monthly Interest If Paid in Full within 6 Months	2.50%	N/A
Plan 943	9.99% APR Until Paid in Full	1.25%	132
Plan 980	5.99% APR Until Paid in Full	3.00%	37
Plan 924	No Monthly Interest If Paid in Full within 18 Months	2.50%	N/A
Plan 930*	25 Months No Monthly Interest Until Paid in Full	4.00%	25

### \$ Low Cost Promotions

#### Why?

- Offer appealing promotions at a cost comparable to credit card processing fees.
- Great options if you are new to offering promotional financing or for lower-cost products and projects.

Plan #	Description	Monthly Payment Factor	Est.# Payments
Plan 920	No Monthly Interest If Paid in Full within 6 Months	2.50%	N/A
Plan 964	10.99% APR Until Paid in Full	1.75%	82
Plan 922	No Monthly Interest If Paid in Full within 12 Months	2.50%	NA

### Aggressive Promotions

#### Why?

- Assist in driving leads and traffic with these aggressive promotional offers.
- Help increase your conversion rate with higher-value consumer promotions.

\* Typically used for higher-priced products or projects.

Plan #	Description	Monthly Payment Factor	Est.# Payments
Plan 920	No Monthly Interest If Paid in Full within 6 Months	2.50%	N/A
Plan 942	7.99% APR Until Paid in Full	1.25%	115
Plan 925	No Monthly Interest If Paid in Full within 24 Months	2.50%	NA
Plan 931*	36 Months No Monthly Interest Until Paid in Full	2.78%	36
Plan 933*	60 Months No Monthly Interest Until Paid in Full	1.67%	60

For more information or to talk through your promotional options, call the Inside Sales hotline at 1-877-891-9803.

#### Key

6 Month Deferred Interest with Payment promotion is required for all merchants. (Gray)

Fixed Interest (Blue)

Deferred Interest (Green)

Equal Monthly Payments (Gold)