

UP TO 98% OF
BUSINESSES CAN
PRE-QUALIFY



PRE-QUALIFY
WITHOUT A CREDIT
CHECK



BUILD A PIPELINE OF
WILLING AND ABLE
BUYERS

PUT *EVERY* PIECE OF EQUIPMENT WITHIN REACH.

The PreQual System is your *automated* F&I Department.

A credit composite based on the lending history of two 30-year equipment financing powerhouses, 155,000 scenarios, 500+ business and personal data points, and 22 possible rate tiers doesn't just make for a faster process - it makes for a better experience for customer and dealer alike.



Expectations Are Meant to be Exceeded

Financing companies in every industry are known for falling short of expectations - promising low rates, minimal down payments, affordable monthly payments, and long, drawn-out terms with no early payoff penalty. Far too often, however, they fall short of the customer's lofty expectations. This isn't the customer's fault.

The truth is customers care far less about interest rate or out of pocket expense than they do about the customer experience associated with their transaction. 86% of customers will gladly pay a premium if a company sets clear expectations upfront, and then underpromises and overdelivers.

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PreQual isn't just another credit application — it's a tool to set expectations upfront, qualify financing candidates, and save time for all involved. So how does it work?

Five Minute 'Underwriting'



Good news! Based on your answers, our system was able to pre-qualify you for financing.

You qualified at terms in the top 20% of applicants.

Follow steps 1, 2, and 3 below to proceed.

Have questions about this form? Please contact us at 1-888-475-2337

Pre-Qualified Amount:	36 months at:	48 months at:	60 months at:
\$55,000	\$2,249.50	\$1,804.00	\$1,545.50
<small>You can modify this below</small>	<small>Lowest total payback</small>	<small>Ideal for most businesses</small>	<small>Lowest monthly payment</small>

1. Confirm your contact information, equipment cost, and desired down payment.

Your Name*
Derek Anniston

Your Business Name*
Anniston Trucking

Email*
derek@americanEFS.com

Enter Your Desired Equipment Cost (Minimum of \$5,000, Maximum of \$250,000)
\$55,000

How Much Do You Want to Pay Upfront*
First and Last Payment Only

2. Review your term options and choose a term length.

Gone are the days of quoting a customer payments based on a gut feeling or a recent experience. Our system does the heavy lifting — comparing each customer's unique profile across 500+ data points of explicit and implicit data to three decades of financing for commercial vehicles, trailers, and equipment. This means every customer gets a quote tailored to the intricacies of their profile and not merely their personal credit score.

Pre-Qualify Everywhere At Once

Through our direct lending platform and our robust funding network, the PreQual system allows a customer to pre-qualify against the entire equipment financing industry, not just with one funding source. This ensures that every customer is placed in the best available program — whether it's with a bank, a story credit funding source, a hard money lender, or our own portfolio.

Equipment Shopping + Financing: A Perfect Marriage

Our data suggests that a customer is 100x more likely to search for equipment for sale than to search for financing related to a

It all starts with a five minute form.



We're so confident in our system's ability to pre-qualify a customer that we don't even run credit before quoting terms.



Customers can view payment options and find the term length, down payment, and equipment cost that works best for them.



Then, they can ask that we formalize terms.

Their formal approval will remain open for 90 days until the customer makes a deal on the right equipment, truck, or trailer.

particular type of equipment. The lesson here is obvious, customers often find financing in tandem with their equipment or vehicle search. In the world of the car dealership, the process of buying a car is seamless with the process of borrowing to buy a car. Our aim is to make financing a part of the equipment buying process rather than a completely separate venture.

Equipment financing allows a customer to envision capacity to buy. A price tag of \$50,000 sounds impossible compared to a \$900 a month payment. The PreQual system enables dealers, equipment listings sites, and resource partners to put any kind of equipment purchase within the reach of their customers, breaking down the psychological barrier of the big price tag, and ultimately leading to improved conversion on the equipment itself.

Build a Pipeline of Willing and Able, Then Let the ‘Ready’ Come to You

Setting expectations upfront does more than just make customers happy, it allows them to prepare financially for the economics of financing, enabling them to address concerns like insurance costs, shipping, down payment and upfront costs, and monthly payment. The PreQual system doesn’t just tell customers whether or not they qualify – it gives them the ability to research an acquisition’s profitability and to visualize the potential return on investment of their purchase.

This means the longer it is deployed on a segment or platform, the bigger the pipeline can grow. Striving for ready, willing, and able buyers is a strategy that only pays off today. Capturing the willing and able buyers not yet ready to buy is

critical to long-term success.

Current Pipeline Snapshot		
List Summary		
All leads	12613	\$421m
My leads	1500	\$60.3m
My team's leads	8193	\$270m
Added this week	201	\$17m

Programmed to Say ‘Yes’

In our business, conventional wisdom says you need a ‘600’ credit score, \$250,000 a year in annual revenue, and 2 years in business. Where did these so-called minimum requirements come from? The truth is, these are continuations of bank financing criteria that have existed for decades. The problem is, we’re not banks. We know that one reason customers search for non-bank financing is to escape the rigid credit environment of banks. That’s why we have built our system to offer 98% of customers an option. What’s more, 89% of customers can qualify without even changing what they want to buy.

Exceptions for Every Rule

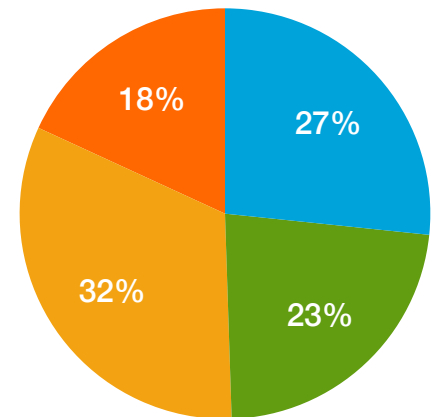
Over half of our programs have no equipment, truck, or trailer age restrictions. We have approval options for customers with no credit history, no revenue, no time in business, and no industry experience. We can overlook lack of profitability, prior bankruptcies, limited commercial credit history, and more. Private party sales, auctions, and dealer transactions all fit within the box. The PreQual system is truly meant to provide a meaningful option for anyone who doesn’t fit bank underwriting – no matter the reason.

As Easy as A, B, C

There are a plethora of funding sources that do a great job at funding 'A' credit customers. Others specialize in the B and C credit space. Still others do a serviceable job at handling customers that don't fit the traditional credit mold. The problem is most brokers, dealers, and resource sites need two dozen or more funding sources to cover all of the possible credit types. This is because the variety of credits equipment sellers encounter has never been more diversified. No one credit class dominates.

The PreQual system provides options for every profile and industry, so it can be tailored to the customer base where it's deployed. This allows the PreQual to serve existing customers and potential ones, creating limitless options for expansion — all without having to reinvent the wheel when the market changes.

● A Credits ● B Credits
● C Credits ● Collateral-Based



Implementation That Fits Every Time

PreQual can be implemented using a 'soft' or 'hard' implementation, depending on the unique needs of the partner. A soft implementation is an offer for financing that captures crucial listing and buyer data that can be utilized later to drive a customer to complete the pre-qualification. The hard implementation can be utilized to direct the buyer immediately to the PreQual, allowing them to get pre-qualified in real time as they're shopping, at the point of interest.



The PreQual system helps you see your term and payment options right away by answering just a few questions.
Your credit will be verified upon your acceptance of terms.

How would you like to get pre-qualified for financing? *

Select One

Submit

Having trouble? Call us at 1-888-475-AEFS



Flexible Integration Options

For more complex deployments, we can even set up a decision point so that customers can choose to either be contacted to discuss financing or immediately get pre-qualified. We can leverage our API and webhook library to connect your site and listing data to our forms.

Capture Prospect and Purchasing Data

We don't just capture financing prospects *who complete the PreQual*. We capture those who start the pre-qualification and **don't finish**. We facilitate phone call requests from those who would prefer to complete the process by phone. We engage those who decline the presented terms, provide auction and dealer pre-qualification letters for those who wish to shop around. We re-engage short-term prospects using email, phone, and text messaging systems, and even reach out to prospects later using AI technology that responds in real time to their questions and feedback, all allowing us to

build the biggest pipeline possible and drive prospects to the ultimate goal: successfully completing a financed purchase.

We consider data to be our biggest asset, and the more we collect the smarter the system becomes. We use that data to provide more competitive options, more scenarios for qualification, and improved processes for conversion.

A PreQual Solution for Every Environment

The PreQual system isn't one-size fits all. It's a flexible and unique way to leverage technology to build a buyer pipeline and to provide fast and upfront expectations. Given the diverse array of use cases for this platform, we provide and support a number of solutions to our dealer and partner markets. These include use of the system:

- As a system to syndicate transactions through us
- As a tool used in conjunction with an existing platform
- As one funding option among an existing basket of lenders and programs
- As a 'first look' for initial pre-qualifying offers
- As an auction pre-approval tool for registered bidders
- As a captive financing system with dealer or partner branding and logos
- As a 'last look' in an existing lender waterfall

Service Matters

In a recent survey of nearly 5,000 equipment sales organizations, 73% of survey respondents were 'somewhat dissatisfied' or 'very dissatisfied' with their finance provider. Perhaps the most alarming part of the statistic is the trend. In 2018 the number was 65%, while in 2017 it was 61%. This is in light of faster credit decisions, instant documentation delivery, and same day funding—all while finance companies have quadrupled their investment in technology since 2015.

Speed and technology matter, but not at the expense of the most powerful part of the customer experience—service. There are plenty of options for financing—many even that leverage complex algorithms to qualify — but PreQual is the only system that builds and grows a pipeline of buyers and offers expectations upfront. We're committed to building successful partner relationships that are customized to your unique objectives. We move fast, but never at the expense of the buying experience or the customer relationship.

If you're dissatisfied with your finance provider, you might need to strike the balance of cutting edge technology with old school business principles. We can help. To give the PreQual system a test drive today, call us at **1-888-475-AEFS** and ask to speak to our Business Development team.