

BACK 2 BUSINESS CHECKLIST

FINANCIAL SERVICES: Worksheet #2

Lease-to-Own

Among the financial pressures triggered by the COVID-19 outbreak, we've seen a record number of Americans become unemployed. As the unemployment numbers surge, delinquencies increase and, as a result, credit scores decline. Consequently, many consumers may no longer qualify for traditional credit. Additionally, the initial results of the federal stimulus program suggest that many consumers are seeking LTO-formatted purchases of durable goods, and the category is seeing growth and success.

- Consider lease-to-own purchase options:** If you already have a lease-to-own program, congratulations – you're ahead of the game. If not, consider adding a lease-to-own partner that can open doors to new customers for your business.

NMG has three LTO partners:

- American First Finance
- Kornerstone
- Uown

Each of these providers, in their programs for NMG Members, offer:

- A 1% rebate to the retailer on all volume processed.

Additionally, these providers may also offer:

- Text-to-apply applications that require no contact with any publicly shared device or terminal, allowing the consumer to apply from their smartphone.

- Consider highlighting your LTO offerings:** Many consumers who were financially pressured as a result of COVID-19 may have never previously sought LTO options, and may have a misperception that lease-to-own financing isn't available in your store. If you offer this service, make sure it's easy to discover on the web and in the store.

