

Commercial Financing by

Engage with Customers | Estimated Annual Program Value: \$1,000



Included With

- All Levels

In today's world, cash flow is a key concern for most businesses. A financing solution is a path to purchase for these firms allowing them to invest in their business while maintaining stability. Oftentimes it is the difference between repairing and replacing. With commercial financing by Marlin Capital Solutions (formerly Horizon Keystone), proactively offering financing is made easy. Offering a monthly payment on every proposal will help you close more sales!



Key Benefits

Significant Value	Flexibility	Digital Tools
<ul style="list-style-type: none"> • No dealer cost • Higher closing ratios deliver competitive advantage • Larger sales because the change in the monthly payment is minimal • Increased profit margins 	<ul style="list-style-type: none"> • Finance jobs as little as \$1K • Include equipment, accessories, and services • Advanced funding to dealers up to 100% • Total replacement project financing creates larger overall sales and profits • Decrease administrative tasks, accounts receivable and eliminate collection problems 	<ul style="list-style-type: none"> • Online application • Personalized financing link for customer quotes and contractor websites • Direct deposit of funds into your account: no liability of funds after payment has been made • Reduce the hassle of accounts payable and complicated paperwork

How to Participate

1. Discuss a partnership with our brand with your Distributor Representative or Territory manager
2. Distributor enrolls the dealer in the "Commercial Financing" program in the Marketing Dashboard and populates all the necessary information on the enrollment form
3. Upon successful enrollment in Navigator and the Marketing Dashboard, go to www.hvacfinancing.com and click Dealer Enrollment at the top of the page to complete an application to become a merchant

Key Resources and Contacts

Additional information about this program can be found in HVAC Navigator using the following path:
Navigator -> Marketing -> Marketing Navigator -> Program Operating Resources

Marlin Capital Solutions
www.hvacfinancing.com
 800-606-0049

Ducted Systems Channel Marketing
bts-ds-marketing@jci.com
 833-242-7869