



RESIDENTIAL
KWIKCOMFORT®
FINANCING
PROGRAM GUIDE



welcome



The Ruud® Residential KwikComfort® Financing Program is designed to **help you increase sales** by making it **even easier** for your residential customers to purchase the Heating, Cooling and Water Heating equipment they need. Our financing menu options through Synchrony Bank are simple for you to use and clearly outline payment scenarios in a way your customers will appreciate. On top of that, our dedicated sales staff is always there to help answer any questions you may have.

Benefits For Contractors

By offering financing, you can increase your sales, sell larger projects, broaden your customer base and create repeat business. And that's not all—Ruud and Synchrony are committed to supporting your business by offering:

- Training courses on how to execute in-home customer experience and how to sell to customers based on their needs
- Tools for easy application, such as a payment estimator and an instant-decision online application
- Reporting tools that help you keep track of your financial program

Benefits For Homeowners

Your customers don't have to let a small budget keep them from being comfortable in their home. Our Residential KwikComfort® Financing Program has payment plans to fit every budget and other benefits including:

- Deferred interest or no interest if paid in full
- Competitive interest rates
- Convenient monthly payment options
- A simple application process and fast credit decisions
- Open credit line for future purchases

when surveyed, home improvement cardholders said:

"Financing makes large purchases more affordable." **87%**[†]

"I always seek promotional financing when making a large home improvement purchase." **75%**[†]

[†]Data Source: 2017 Synchrony Financial Major Purchase Consumer Study

contractor enrollment process



Call the Synchrony enrollment hotline Monday–Friday, 8:00 a.m.–6:00 p.m. (EST) at 866-209-4457 and ask to be enrolled in the *Residential KwikComfort® Financing Program*.

Please have the following business information available when you call:

- Federal Tax Identification Number
- Business Total Annual Sales
- Owner’s Social Security Number
- Banking Information for Direct Deposit

manage your account online

Once you are enrolled in the program, you will gain access to the online Synchrony Business Center— delivering one-stop access to sales and operations tools, while making it fast and easy to manage your account. You can log in to the Synchrony Business Center by visiting **businesscenter.mysynchrony.com**.

Business Center Features

- **Business Dashboard**—Summarizes application and credit line approvals
- **Funding Report**—Provides daily update of job funding and ability to download funding reporting
- **Application Summary**—Provides history of your consumer applications and reports
- **Authorizations Report**—View all authorization-only transactions
- **Monthly Statement**—Details your monthly transactions of sales, fees and deposits
- **Order Supplies**—Select supplies such as point-of-purchase or signage to order
- **Program Documents**—Access to documents, guides and marketing materials

Tools & Training To Help Grow Your Business

In addition to the Business Center, Synchrony offers a variety of training videos, online tools and documents to help you grow a strong sales foundation. Resources are accessible online at **toolbox.mysynchrony.com**.



homeowner application process

There are several ways homeowners can apply for financing with your company—online, through the phone or fax.

Transact Online Application

Synchrony Transact is the new, online platform that provides an end-to-end financing solution on your digital devices—from consumer credit application to contractor payment. It makes the financing process faster, easier and more convenient, allowing you and your team to focus on projects rather than paperwork. Transact has the following features:

- **Payment Estimator**—View promotional financing options and estimated monthly payments
- **Apply for Credit**—Help consumers apply for a credit card with instant credit decisions
- **Sales Slip**—Complete transaction details and confirm transaction with the cardholder
- **My Transactions**—Manage your sales pipeline and more

Make sure your device is registered through the Synchrony Business Center before going to your customers' home so that you can help them apply for financing using the Transact app. For more information on Transact, contact your Synchrony Sales Representative or call 877-891-9803.



NEW! Contractor Locator Application

Your customers can also locate your company through our Contractor Locator tool on Ruud.com and apply directly through your personalized e-apply link. Applications made in this way can also be viewed in your online Synchrony Business Center portal.

Paper Application by Phone or Fax

If not using Transact to apply online, homeowners can apply by filling out a paper application. Once the application is complete, you can call 888-222-2176 and speak to a Merchant Services representative, or use Synchrony's Phone Express Process (PEP) which is available 24/7 and takes 60 – 90 seconds for credit decisions. Or, you can fax applications to 888-222-2986, which takes up to 15 minutes to receive a decision.

For all paper applications, you must complete a Sales Slip, which must be signed and submitted to Synchrony Bank before you can receive funding for the job.

APPLICATION POLICY:

For a single installation, it is prohibited to:

- Combine more than one of Synchrony Bank's programs
- Create multiple consumer accounts at the same property
- Combine Synchrony Bank's Program with another lender's program

Failure to comply with this policy may result in termination of the Contractor's Synchrony Bank Program(s).

resources

For general program questions, literature and training resources, you can visit the *KwikComfort® Residential Financing* page on MyRuud.com under the Marketing menu, or contact the Ruud Help Desk at help@myRuud.com. Additional Synchrony resources follow below.

Contractor Program Enrollment: 866-209-4457

Contractor Support Hotline: 888-222-2176

For general contractor program support and questions, contact Synchrony Monday-Saturday, 8 a.m.–11 p.m. ET; Sunday, 11 a.m.–9 p.m. EST). Contractor program support can help:

- Process applications
- Obtain an authorization
- Look up a cardholder account
- Handle funding inquiries
- Administer supply orders

Phone Line for Applications: 888-222-2176

Used when phoning in consumer applications to Synchrony.

Fax Line for Applications and /or Funding: 888-222-2986

To fax consumer applications and/or sales slips to Synchrony Bank.

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

For homeowners who are current Synchrony cardholders with account questions.



Ruud Heating, Cooling & Water Heating

1100 Abernathy Road • Suite 1700
Atlanta, GA 30328