Merchant Training

Home Improvement
Headquartered in Atlanta, GA

Powering Commerce at the Point of Sale℠

More than $22 billion* in consumer loans across all 50 states via mobile and online transactions

Chosen by over 17,000* active businesses in the U.S.

Products for all types of consumers

Financing for the GreenSky® program is provided by Federally Insured federal and state chartered financial institutions

*Cumulative since inception, as of December 31, 2019

*As of December 31, 2019
Our Commitment to You

Grow Your Business
• Promotional plans
• Broad product set
• Credit limits up to $65K

Delight Your Customers
• Innovative mobile app
• Process payment with ease
• High Customer satisfaction

Get There Faster
• Paperless application process² with decisions in seconds³
• Same day funding with Customer approval

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1 Subject to credit approval.
2 Although you do not have to submit paperwork as part of the application process, you must ensure that you obtain and retain your customer’s written authorization to apply for a GreenSky® Program loan. See greensky.com/merchantagreement for important documentation.
3 Applications with data entry or credit check complications may be decisioned in a period longer than seconds.
# The GreenSky® Advantage

## Why You and Your Customers Will Love GreenSky

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Paperless Apply &amp; Buy — No Documents Sent Back and Forth</td>
<td>- Credit Limits up to $65,000</td>
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<tr>
<td>Submitting Sales Contracts Not Required for Funding</td>
<td>- Staged Funding Available with Approval</td>
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<tr>
<td>High Approval Rates</td>
<td>- Seamless Second Look Options</td>
</tr>
<tr>
<td>Promotions Available: No Interest if Paid in Full in Promo Period</td>
<td>- Payment Plans: Reduced Rate APRs</td>
</tr>
<tr>
<td>Borrower Can Have Work Performed at Any Location</td>
<td>- Joint Applicants Are Welcome on All Applications</td>
</tr>
<tr>
<td>Four or Six Month Purchasing Window</td>
<td>- High Accommodation Rates</td>
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</table>

1. See details provided in this training and Operating Instructions at [greensky.com/merchantagreement](http://greensky.com/merchantagreement).
2. Interest is billed during the promotional period, but all interest is waived if the purchase balance is paid in full before the expiration of the promotional period.
3. Loans are for personal, family, or household use.
4. Fixed APR during the life of the loan. Subject to credit approval.
5. Subject to state law and program rules. Available to merchants with >$5m in Annual Sales. Two years financials required for approval.
Product Enhancements
Universal Credit Application

Simplify the Process of Getting More Approvals

The Universal Credit Application™ connects your customers with several financing or leasing programs within one application, making it possible to receive an approval from different sources seamlessly and to advance the sale effortlessly.

01 Start from the same place every time
Applying with the Universal Credit Application will feel familiar and intuitive. The Universal Credit Application will streamline the administrative work for your second look process.

02 Automate the slow and awkward steps
Skip over the speed bumps and snags of the second look process. Explaining decline screens and manually re-entering data will no longer be needed for your customers to evaluate different options.

03 Consolidate options from different programs
The Universal Credit Application allows you to submit applications to your pre-selected financing or leasing programs and will send your back-office team a tidy list of alternative options.

04 Stay on track and close more sales
We realize that any small detour in your process could risk the sale. The Universal Credit Application was designed to smooth out the application process and help you close more deals.
Prequalify Your Customers

Allow your customers to prequalify for payment options without any impact to their credit score.

Bring up Financing Earlier
Discuss payment options to help your customers understand their eligibility even sooner in the sales process.

Ease Customer Concerns
Prequalifying allows applicants to consider payment options with no obligation.

Stand Out Among Competition
Give your customers a more tangible sense of their options when they are shopping around.

Follow Up with Customers
Leverage the Merchant Portal to follow up with prequalified customers that have not moved forward with their project.
Instant Counteroffer (ICO)

See more approvals and fewer hang ups in your sales process with our Instant Counteroffer Program.

Once opted-in, your customers will receive an alternative offer if they are declined for the original plan requested – without having to pull credit a second time.

More Approvals
Reduces the number of applicants declined by providing an alternative financing plan.

Save Time
Presents counteroffer automatically and requires only one application and credit inquiry.

Better Customer Experience
Protects the customer’s pride by increasing the likelihood of receiving a loan approval even with lower credit scores.
What to Expect
Offering Financing

1. Offering Financing
2. Submitting an Application
3. Requesting to Transact
4. Processing a Payment
5. Completing the Project

- Take advantage of a broad set of products
- Offer financing to both Cash and Budget Buyers
Installing What Customers Need; Delivering What Customers Want

Cash Buyers may prefer plans that let them pay off early to avoid any interest

Promotional Period Offers

- **No Interest if Paid in Full with Payments**: 1
- **No Interest if Paid in Full with No Min. Monthly Payments**: 2

Budget Buyers may prefer plans that give low monthly payments

- **Zero Interest Plans**: 3
- **Fixed Rate Plans**: 4

- **0% Interest Rate for the Life of the Loan**
- **Low Monthly Payments**

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1 Subject to credit approval. Minimum monthly payments required during the promotional period. Making minimum monthly payments during the promotional period will not pay off the entire principal balance. Interest is billed during the promotional period, but all interest is waived if the purchase amount is paid in full before the expiration of the promotional period.

2 Subject to credit approval. Interest is billed during the promotional period, but all interest is waived if the purchase amount is paid before the expiration of the promotional period. There are no required minimum monthly payments during the promotional period.

3 Subject to credit approval.

4 Fixed APR during the life of the loan. Subject to credit approval.
Enabling Customers to Increase Job Scope

Cash Buyer: Turn a $7,000 job into a $11,000 dream project

Customer could pay $7,000

**OR**

12 Month No Interest if Paid in Full with Minimum Monthly Payments Required (Plan 4128)

- **$9,000¹**
- Pay off in a year and Interest is waived¹

Customer gets to expand their project AND still has more time to save, feels like they got a great deal

**OR**

12 Month No Interest if Paid in Full with No Minimum Monthly Payments Required (Plan 3128)

- **$9,000²**
- Pay off in a year and Interest is waived¹
- No payments required for 1 year²

Customer further upgrades their project AND still has more time to save, feels like they got a great deal AND No payments required for 1 year²

**OR**

18 Month No Interest if Paid in Full with No Minimum Monthly Payments Required (Plan 3188)

- **$11,000³**
- Pay off in 18 months and Interest is waived. No payments required for 18 months³

Customer further upgrades their project AND still has more time to save, feels like they got a great deal AND No payments required for 18 months³

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¹ Subject to credit approval. Minimum monthly payments required for 12 months. Making minimum monthly payments for 12 months will not pay off the entire principal balance. Interest is billed during the promotional period, but all interest is waived if the purchase amount is paid in full before the expiration of the promotional period.

² Subject to credit approval. Interest is billed during the promotional period, but all interest is waived if the purchase amount is paid before the expiration of the promotional period. There are no required minimum monthly payments for 12 months.

³ Subject to credit approval. Interest is billed during the promotional period, but all interest is waived if the purchase amount is paid before the expiration of the promotional period. There are no required minimum monthly payments for 18 months.
Enabling Customers to Increase Job Scope

**Budget Buyer:** Turn a $10,000 job into a $13,000 dream project

To balance their project goals with the constraints of their budget, Customer can opt for:

1. **Fixed Rate 7.99% for 84 Months (Plan 1186)**
   - $10,000 project
   - $156/mo.\(^1\)

Customer gets low monthly payments that fit with their budget

OR

2. **Fixed Rate 7.99% for 120 Months (Plan 1207)**
   - $13,000 project
   - $158/mo.\(^2\)

Customer further upgrades their project AND has low monthly payments that fit with their budget

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\(^1\) Subject to credit approval. Fixed interest rate of 7.99% for 84 months. Payment example assumes one time $10,000 purchase on approval date (APR 8.11%) with 1 payment of $194.81 followed by 83 amortized payments of $155.81. Payments assume Account Activation charge of $39 applies and is due with first required payment.

\(^2\) Subject to credit approval. Fixed interest rate of 7.99% for 120 months. Payment example assumes one time $13,000 purchase on approval date (APR 8.06%) with 1 payment of $196.66 followed by 119 amortized payments of $157.66. Payments assume Account Activation charge of $39 applies and is due with first required payment.
Using the Payment Estimator

Help Customers understand their options by comparing plans and amounts in our Mobile App

<table>
<thead>
<tr>
<th>Plan</th>
<th>Project Scope</th>
<th>Post-Promotional Payment</th>
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<td><strong>Fixed Rate 7.99%</strong></td>
<td>$10,000</td>
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Submitting an Application

1. Offering Financing
2. Submitting an Application
3. Requesting to Transact
4. Processing a Payment
5. Completing the Project

- Apply over the phone or through the GreenSky® Mobile App
- Obtain Application Acknowledgement
Steps for Application

1. Choose a Way to Apply

Mobile App
Download our app!

Phone
866-936-0602

2. Obtain Application Acknowledgement

Here’s How
Loan Application Acknowledgement Form
or
Loan Application Information Form
or
Application phone call to GreenSky®

Please retain signed documents for at least 26 months.

(The paper Loan Acknowledgement form is only required for applications submitted through our web-based platform. Phone applications do not require this form and an electronic version is signed as part of our Mobile App application process).

3. Customer Inputs Information and Submits Application

Your Merchant ID
If you don’t know your Merchant ID, please ask your CGM or account representative.

Plan Number
Refer to your Rate Sheet to understand plan options.

4. Ensure That Customer Receives Loan Documents

Loan Documents
Customer will receive a copy of their Loan Agreement via email and a copy in the mail.

Note: Additional steps to activate the loan will be required after the customer accepts the loan offer.

These are tools to help you submit an application. The actual application is the electronic receipt of consumer information by the system of record. Paper applications (email or fax) are not accepted.

Submitting an Application

Mobile App: iOS: 9.0+; Android: Jelly Bean 4.1 and up (4.4.4 – only devices supported); Mobile App Version: 4.0 (current); Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc., registered in the U.S. and other countries. Google Play and the Google Play logo are trademarks of Google Inc.
**Important Application Reminders**

1. **Choose a Way to Apply**
   - **Check ID**: Check each applicant’s photo ID. Don’t submit applications when the ID doesn’t match your Customer.¹

2. **Obtain Application Acknowledgement**
   - **Counteroffer**: Review the product and terms with your Customer. Some Customers may not qualify for the plan they requested and may be provided with a counteroffer! Check the details.

3. **Customer Inputs Information and Submits Application**
   - **Applicant Name**: Applicants must apply in their own name.²
   - **Protect Information**: Do not share applicant information (SSN, DOB, Income) with anyone other than a GreenSky® representative.
   - **Complete Application**: Make sure application is complete with information related to the primary applicant and, if applicable, the co-applicant.

4. **Ensure That Customer Receives Loan Documents**
   - **Spanish Documents**: If you discuss GreenSky® in Spanish, you must request Spanish-language loan documents.
   - **Credit Limit Increases**: For credit limit increases, Merchants must receive Customer authorization. To authorize a credit limit increase, Customers must sign this form: [Credit Limit Increase Request Form](#).
   - **Deferred Interest Notice**: Customers on deferred interest plans will receive a special notice in their loan agreement notifying them of the terms and answering frequently asked questions about their loan type. A copy can be found here: [Deferred Interest Form](#).

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¹ Merchants should not retain the driver’s license or other government issued ID for any reason associated with the Program. This includes receipt of the ID for the ID check or for scanning to populate identification information in the GreenSky® Mobile App.

² The GreenSky® Loan Programs do not accept Power of Attorney authorization for submitting applications.
Apply Quickly

- Get Customers approved in seconds
- Use Driver’s License or GPS location to prefill application

Provide Choices

- Compare up to 3 plans and 3 amounts with the Payment Estimator
- Present payment options in detail before submitting an application

Follow Up Promptly

- Search and filter recently submitted applications
- Keep track of application statuses in one place in real time
Requesting to Transact

1. Offering Financing
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- Submit a Paperless Transaction Authorization request through the Merchant Portal
- Customer to receive a text, email, or call from GreenSky requesting transaction authorization

2. Select a customer record and submit the transaction authorization request.

3. Have your customer authorize the amount through text message, email, or by phone.

4. Once the customer has authorized the amount, run the transaction through your credit card processor. For our direct funded merchants, no further action is necessary.

How it Helps Your Business

1. Creates a completely paperless transaction process

2. Eliminating the need to collect and maintain your customer’s written authorization to transact or a certificate of completion for the GreenSky® Program

3. Reduces customer disputes and strengthens customer satisfaction and trust

1 There are certain situations where a written authorization from your customer to transact or a Certificate of Completion may be required as identified by GreenSky.

2 If the customer has not authorized the request, your credit card processor will decline the transaction. The transaction will be posted for direct funded merchants upon customer authorization.
Processing a Payment

1. Offering Financing
2. Submitting an Application
3. Requesting to Transact
4. Processing a Payment
5. Completing the Project

Use your Customer’s Shopping Pass to process a payment
Steps to Process Transactions

1. Ensure That Customer Receives Loan Documents
   - Verify Identity
     Check the photo ID to validate the Customer’s identity and process the payment only after the identity is verified.

2. Ask Customer for the 16 Digit Number on the Shopping Pass
   - Submit Transaction Authorization Requests
     All transaction requests should be submitted through the Merchant Portal. Once you submit a request, GreenSky® will reach out to the customer requesting authorization through text, email or by phone.

3. Receive Authorization for Every Transaction
   - 20% Deposit
     If approved for staged funding Merchants may process an initial deposit of up to 20% and then charge the additional 80% after completing the project.¹

4. Process the Payment
   - No Surcharges
     Treat financing costs like overhead. Don’t surcharge for Customers who use financing.

The Shopping Pass
The Shopping Pass, which comes with the loan documents, contains the 16-digit number that will allow you to charge the Customer’s loan.

¹ Merchants may process an initial payment from the borrower’s loan of the lesser of 20% of (a) the total project cost or (b) the credit limit. This deposit is subject to applicable state law which may reduce the legal down payment amount. Subject to exceptions in writing from GreenSky®. State laws permit Customers to cancel projects in accordance with their Right of Rescission. Most state laws guarantee Customers a 3 day right to cancel. Your state may grant Customers a longer period to rescind the contract. Please consult counsel regarding the laws applicable to deposits and rights of rescission in your state.
Completing the Project

1. Offering Financing
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- Keep your Customers happy by managing expectations proactively
- Leverage resources to support your business and your Customers
We take complaints seriously and will investigate all complaints we receive including those about Merchant performance and actions.

We make customer satisfaction calls to your Customers to ensure they are satisfied with you and GreenSky®. We also ask whether they understand their loan terms and if they received the goods and services purchased. Pricing is based on average spread of credit to all consumers. We monitor approval and dissatisfier rate for each Merchant monthly, and GreenSky reserves the right to increase pricing if the approval and/or dissatisfier rate falls below a specific threshold.

Don’t offer any credit product or steer a person toward more expensive or less favorable financing options because of your Customer’s race, color, religion, national origin, gender, marital status, age, source of income, amount of income, or other protected basis.
Resources to Support You

Ways to Apply
1. GreenSky® Mobile Application
   Mobile App is available on the App Store® or on Google Play™

2. Call GreenSky: 866-936-0602

Customer Service
866-936-0602
Sunday – Saturday: 8:00 a.m. – 10:00 p.m. ET

Merchant Portal
log in: portal.greensky.com

Service Concierge (for Merchants)
800-357-1558
Monday – Friday: 6:00 a.m. – 9:00 p.m. ET
Email: merchants@greensky.com

Key Documents Available Online
The Operating Instructions are part of the Program Agreement and provide important rules, forms, and other information about GreenSky®.
Visit: GreenSky.com/merchantagreement/

Merchant Marketing Reviews
Your marketing is important to us. We conduct periodic reviews of Merchant marketing. Marketing materials must be approved by GreenSky® before use.
Guidelines are available at: GreenSky.com/merchantagreement

Completing the Project

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Thank You

If you would like to have dedicated one-on-one coaching, please contact:

training@greensky.com