



Financing

In March 2022, Contractor University surveyed its network of contractors on Financing. Below is a summary of the results.



Financing

HVAC, plumbing, electrical and other home services aren't just nice-to-haves, they're need-to-haves. With the average American family having just \$5,000 of savings, financing is an important tool for homeowners' comfort and contractors' bottom lines. In March 2022's Snapshot Survey, we asked our network of home services professionals about how they offer financing to share strategies that can help contractors better serve their customers.

Industry-Leading Financing for Your Customers with OPTIMUS by EGIA

We created the OPTIMUS Financing platform to provide contractors with an all-in-one solution for offering financing to their customers. OPTIMUS helps your customers get to the right lending or leasing product through soft credit pull technology with no dealer fees, ever!

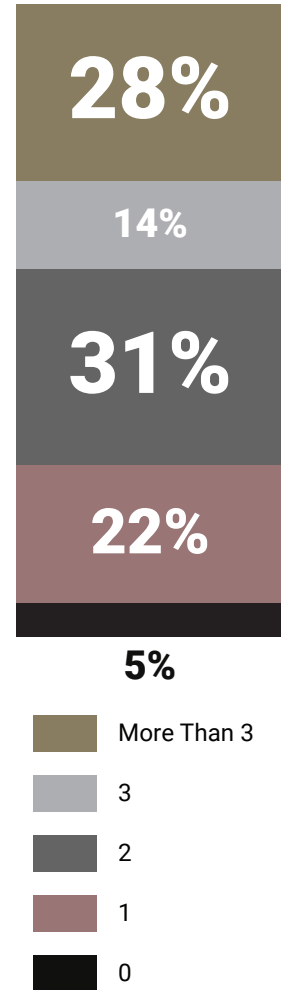
To learn more about OPTIMUS Financing and sign up to achieve 90%+ approval rates for your customers, visit [OPTIMUSFinancing.com](https://mycontractoruniversity.com/benefits/industry-trend-research/) today!

You can learn more about the Contractor University Snapshot Survey Program at:
<https://mycontractoruniversity.com/benefits/industry-trend-research/>



How Many Lenders Does Your Business Work With To Offer Your Customers Financing Options?

Furnace or air conditioner outages can make life miserable and create unexpected and significant expenses for homeowners and their families. Contractors that offer financing can help ease the pain on their customers' wallets during a heating or cooling emergency. Because lenders often only work with specific credit scores, contractors that work with multiple financing programs can offer the best options to a wider range of customers. According to survey respondents, the largest number of contractors (**31%**) work with two lending partners. Slightly behind that, **28%** said they work with more than three lenders to offer financing to their customers.



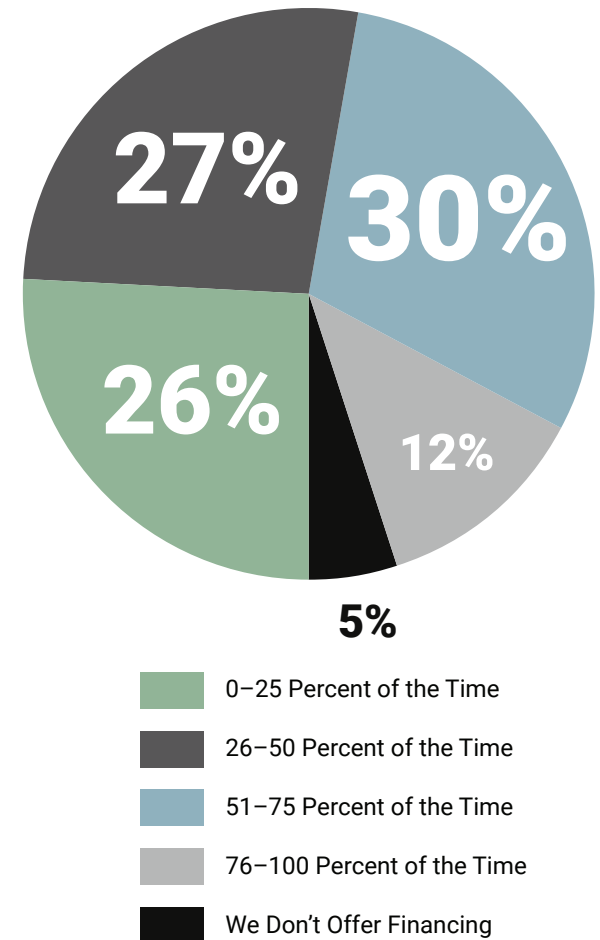
“We work with five lenders to focus on providing financing for our customers regardless of their credit scores.”

– HVAC Contractor from Missouri



How Often Do Your Customers Choose To Utilize Financing When You Offer It To Them?

From big ticket items, like buying a home or car, to smaller purchases, such as concert tickets or Amazon purchases, today's consumers have ample access to financing and have come to expect it. According to **30%** of contractors who took our survey, customers choose to utilize financing on home services projects 51-75 percent of the time. **12%** said their customers took advantage of their financing options between 76-100 percent of the time.



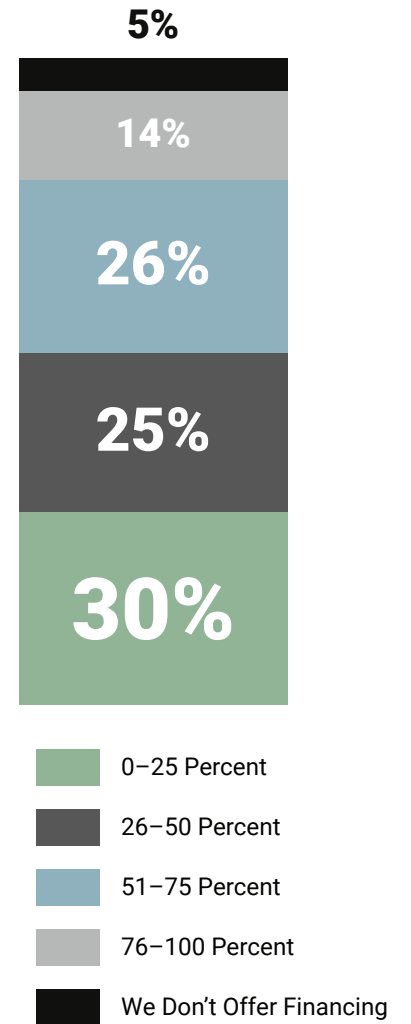
“We lead with a payment instead of a system price. We assume everyone will want to finance. ‘No one pays for these systems, they are all financed’ is our standard line.”

– HVAC Contractor from California



How Much Of Your Total Sales Are Financed?

Offering monthly payment financing options can help contractors achieve higher close rates, push clients toward higher efficiency systems, and create higher average tickets. To understand the prominence of consumer financing in the marketplace, we asked contractors how much of their total sales are financed. The largest number of contractors (30%) said that between 0-25 percent of their total sales are financed. The data collected suggest that for most contractors, a significant portion of their total sales depends on financing.



“Many of our customers can't afford HVAC updates without financing. That's why we offer financing on every sale and the vast majority choose to finance.”

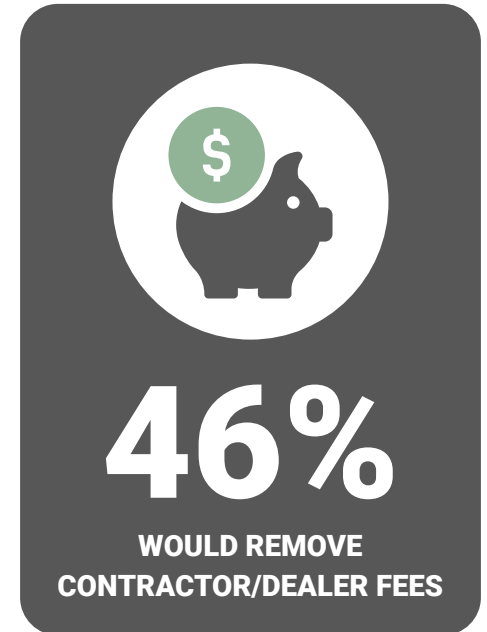
– HVAC Contractor from Wisconsin

If You Could Improve Your Financing Program, Which Of These Would Be Most Important To You?

Though financing can provide many benefits to the contractor and homeowner, it can be an arduous process and, in some cases, come with strings attached. When asked how their financing program could be improved, a staggering **46%** of contractors responded they would like to see no contractor or dealer fees, which can cut into their profit margins. Another **17%** said they would like to achieve more approvals and **14%** said they would like an all-around easier process.

To address all the concerns with traditional contractor financing products, EGIA has created **OPTIMUS**, a first-of-its kind platform that provides contractors one streamlined application process that assigns homeowners to one of six carefully vetted lenders based on their credit score. This eliminates the need for multiple applications and multiple credit pulls, while delivering over 90% approval rates.

There are no contractor/dealer fees ever!



“OPTIMUS has been a great tool to capture all opportunities out there when it comes to financing.”

– HVAC Contractor from California