

Q&A WITH THE EXPERT

CONSUMER FINANCING / BUSINESS GROWTH



Q&A WITH JOSH ROBINSON

Design and Sales Manager, Todd's Services Inc.

1 What types of financing programs do you offer?

A: We began offering financing about 15 years ago. It was starting to trend at the time in other sectors, but not so much in landscaping. We partnered with a couple of lenders and got started.

We offer financing to residential customers which make up 90 percent of our business. The two plans that are most often used by our sales team are the 12-month, deferred interest; and then the term financing, which is 6.9 percent APR for 50 months.

There are two types of customers that tend to use financing. One that just wants to take advantage of a deferred interest period. Then there's another type of customer who does not have the funds at hand. We do talk about how they're going to pay for the project early on.

Before the crash, it was a higher percentage, but today about 10 percent of our customers take advantage of financing. That number is growing again. It seems to be

trending back to where people are borrowing again. They're being more careful now, but they are borrowing and taking advantage of financing options again.

2 Has offering financing helped you sell bigger contracts?

A: Our average project is probably somewhere between \$15,000 and \$20,000. Financing allows for second or third phases to be done now.

Sometimes a person only has the cash on hand to do one phase. For example if it's a new home and maybe they can afford the lawn and sprinkler system out of pocket (phase one), but they really would like to have their landscaping (phase two) done at the same time, too. Our sales team will ask them if they can put the value of the lawn and sprinkler system down now, and then we will go ahead and finance the landscaping over a period of 50 months.

Not only does this allow phases to be done sooner, but

it's a financial advantage for the customer because they don't have to pay for us to come back to their property, which can increase the price since there are associated costs with bringing our team back on site.

3 What other advantages does financing provide?

A: It's an advantage over a lot of the competition that doesn't offer it. Sometimes people will hire us because we offer financing. We do get a lot of calls simply because we have the words "financing available" on our website and in our advertisements.

In addition, sometimes customers are able to do the project sooner. It's very common for a customer to be waiting on a chunk of money, such as an end of the year bonus or holiday bonus. It allows them to do that project in May or June and enjoy their property during the warm season, rather than waiting until they get that money in December.

4 Have financing options helped increase overall sales?

A: We get some people that contact our company strictly because we offer financing. That obviously helps increase business. Also, because it allows people to do second or third phases of a project, that makes what might have been a \$30,000 job become a \$50,000 or \$60,000 job for us. It increases the size of the project the customer will be able to have done.

It also allows us to add to our customer base people who are on a weekly or monthly budget. They're able to spread the job out in monthly payments, so it gets us work that we might not have otherwise secured. Some people are monthly budget people, and they can look at that \$400 per month payment and say, 'Okay, I can make that work. I'm going to do this.' That's a customer that we're able to get with financing where we otherwise would not have had that customer's business.

This is just another way to capture a section of buyers. If you don't have financing as one of your tools in your sales tactics, you're going to miss out on customers.

WELLS
FARGO

More than financing, it's a growth builder

You may not realize what a difference financing for your customers can make. But a majority of landscaping companies offering a program are able to take on more work and land bigger jobs — over \$8,000 on average.*

Let's keep your business growing with financing through the Wells Fargo Outdoor Solutions® credit card program.

Visit us online at wellsfargo.com/outdoorsolutions or call 1-844-259-5329.



Wells Fargo Outdoor Solutions Credit Card Program | Strong credit limits
Competitive pricing | Revolving line of credit for future projects | Simple online & mobile tools

Sponsored By



WE DO GET A LOT OF CALLS SIMPLY BECAUSE WE HAVE THE WORDS "FINANCING AVAILABLE" ON OUR WEBSITE AND IN OUR ADVERTISEMENTS.