



A CASE STUDY

# The Practical Guide to Home Improvement Financing



# Overview

For contractors and home improvement providers, offering seamless financing is crucial to closing sales. However, traditional financing processes are often fragmented and complex, leaving customers unsure of their options and adding pressure on contractors.

Find out how a leading home improvement company transformed its in-home financing with ChargeAfter, making it **faster, frictionless, and easier for both contractors and customers.**

We'll explore the key features that helped drive a 33% increase in approvals and higher sales conversions—and how you can achieve the same results!



**Faster,  
frictionless  
financing**



**33% increase  
in financing  
approvals**



**Higher  
sales  
conversion**

# Challenges

## In-Home Financing

**Fragmented Experience**

**Awkward Interactions**

**Lost Sales Opportunities**

With home improvement projects averaging around \$30,000, and most customers lacking immediate access to funds, financing plays a crucial role in closing sales.

Existing financing processes are often difficult to manage. Contractors struggle to direct customers to relevant lenders and guide them through confusing application processes.

Unfortunately, this can result in a frustrating experience, which is especially awkward when sitting at the customer's kitchen table, and ultimately leads to lost sales.

**Drawing from the experience of a leading home improvement provider, you'll see how implementing a seamless multi-lender financing solution lead to game-changing results.**



**Single application**



**Instant access to financing options**



**Post-sale management & analytics**

# Client Requirements

The client's financing process was disjointed, with contractors navigating multiple lenders, each with its own process and service category limitations. They needed a streamlined, intuitive solution to simplify financing and maximize its impact on sales with the following requirements.

## Simple & secure process

An easy financing process for contractors and customers that allows customers to apply securely from their own device.

## Network of lenders

Seamless access to multiple lenders to cover all home improvement categories and serve all credit profiles.

## Fast & flexible

Customers need instant access to financing choices, and contractors require real-time approval updates.

## White-label

A fully branded and integrated experience that integrates into the client's existing technology and workflow.

## A strategic partnership

The client sought more than just a technology provider, they required a trusted partner capable of meeting multiple demands.





# The Solution

## ChargeAfter's Embedded Lending Platform

By integrating ChargeAfter's multi-lender financing platform, the client transformed its financing offer into a fast, flexible, and frictionless experience with higher approval rates.



### In-home integration

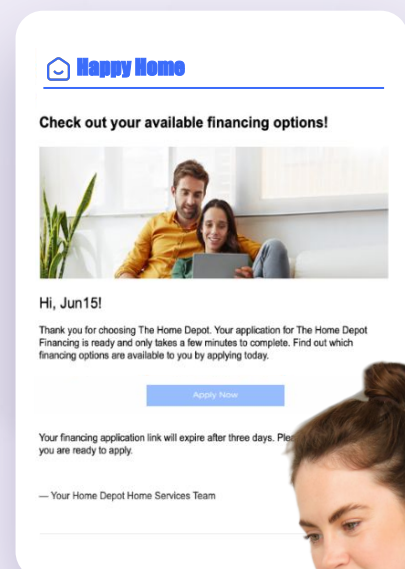
ChargeAfter's API integration seamlessly embedded financing into the client's platform, simplifying operations for contractors across all service visits and projects.

**With a single click, contractors generate a financing link and send it directly to customers via QR code, email or SMS—offering a secure, hassle-free application process.**



### Simple customer application

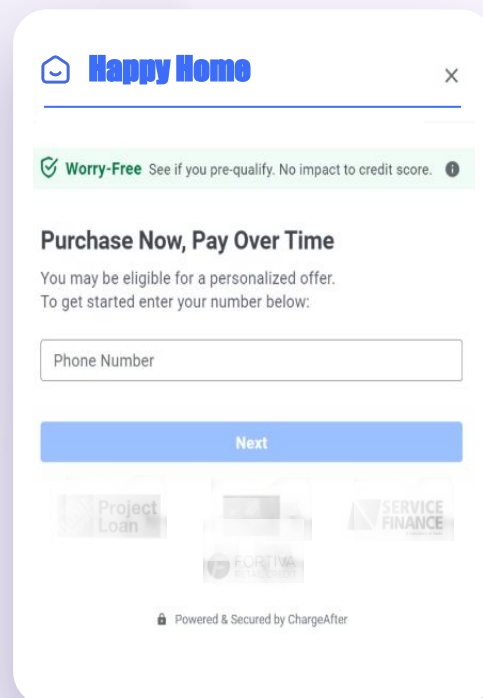
The customer clicks a white-labeled link that matches the client's branding. They then enter their phone number and basic personal information to pre-qualify for financing without impacting their credit score.



## ✓ Personalized financing choices

The platform's technology enables real-time waterfall financing—first assessing customers for a prime loan, then seamlessly connecting those who don't qualify to near-prime lenders and beyond.

Additionally, the platform supports a lender marketplace, allowing customers to choose the offer that best suits their credit profile and preferences.



**Offering multiple prime lenders through a marketplace boosted approval rates by 33%.**

## ✓ Financing management & analytics

When the job is complete, contractors easily trigger fund disbursement, ensuring a smooth and secure transaction.

Beyond payments, the platform streamlines post-sale management, handling disputes, reconciliations, and lender communications—all within a single interface.

Additionally, real-time data insights help optimize financing programs and drive strategic business growth.

Requested Amount: \$18,000

**Great News, Jill!**

5 prequalified offers from the providers below are available.

Choose an offer that works best for you based on your preferences as they relate to factors such as monthly payment, APR, credit limit, and any promotional offers.

Click on an offer to view the disclosure and learn more.

**\$1,500/mo. Suggested payment**

Promotional Period

**12 Months**

Credit Line (Assumed Purchase Amount)

**\$18,000**

Offer Type

**Credit Card**

**\$232/mo.**

Pay Off Period

**180 Months**

Loan Amount

**\$25,000**

APR

**7.49%**

Offer Type

**Installment Loan**

No interest accrues during the promotional period.

**\$323/mo.**

Pay Off Period

**120 Months**

Loan Amount

**\$25,000**

APR

**9.49%**

Offer Type

**Installment Loan**

No interest accrues during the promotional period.

**\$500/mo.**

Pay Off Period

**60 Months**

Loan Amount

**\$25,000**

APR

**7.42%**

Offer Type

**Installment Loan**

[Click here to see all prequalified offers](#)



## Promotion management

ChargeAfter enables companies to customize promotions by program, category, or contractor, making it easy to deploy offers, including monthly promotions, to drive higher engagement and conversions.

The platform delivers powerful analytics to answer all your financing questions including which contractor, plan, or category is driving the most sales.



# Embedded Lending Network

ChargeAfter partners with top lenders to provide a flexible financing network that meets diverse customer needs, offering personalization, choice, and greater control.

## Installments



## Revolving



## Lease-to-Own



## B2B





# The Magic of the Marketplace

ChargeAfter's lending marketplace connects customers with multiple lenders that serve their credit profile, empowering them with choices. This customer-first approach improves both the user experience and approval rates.

By adopting this model, the company increased approval rates by 33%, enabling more customers to secure financing for their home improvement projects.

Lender 1

Lender 2

Lender 3

Lender 4

Market Place



**+33%**


**Increase in  
financing  
approvals**

# The Outcome

## An Exceptional Customer Experience with High Approval Rates



**Single  
application**



**Instant access  
to financing  
options**



**Post-sale  
management**

ChargeAfter's embedded lending platform has transformed this leading home improvement company's financing offer.

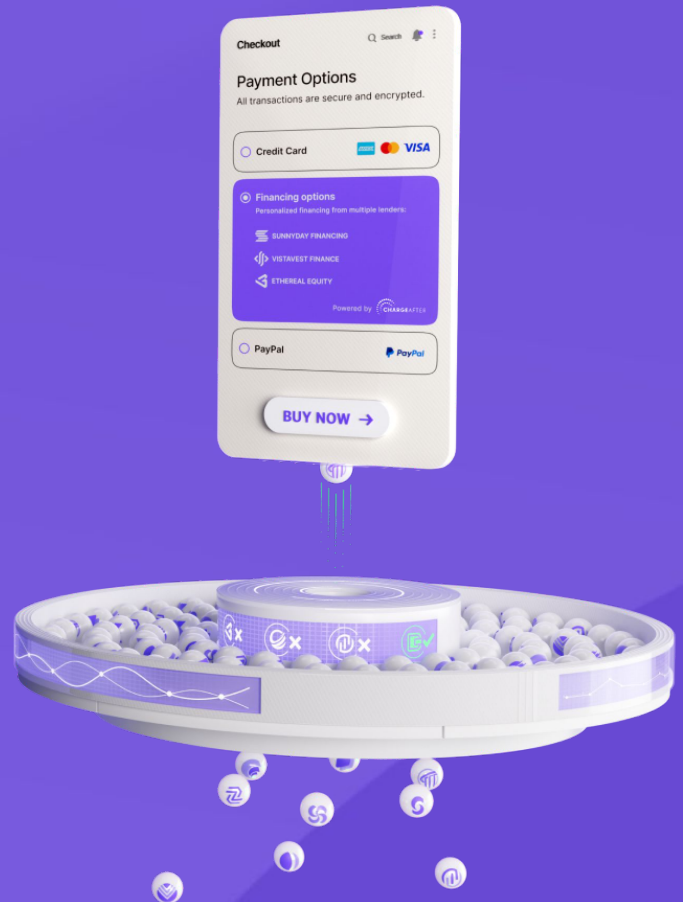
Contractors now easily provide customers with instant access to financing options straight to the customer's personal device. In a single application customers are connected to multiple lenders that cover the credit spectrum.

The platform's ease of use for customers and contractors has significantly improved KPIs including higher completion rates for applications and increased approval rates.



# Unlock the Future of Home Improvement Financing

We'd love to show you how ChargeAfter's embedded lending platform can help you transform your financing into a seamless, flexible, and frictionless experience that empowers contractors, improves customer satisfaction, and increases approval rates.



**Request a demo>>**

[chargeafter.com](https://chargeafter.com)

