

# Reach more customers and increase sales with your customized online Comfortmaker<sup>®</sup> financing application

*With more than 3 of every 4 Americans using the internet today<sup>1</sup>, imagine how many more sales you could close just by adding a financing application to your website.*

## Online applications are good for your business

- Allows you to get notification of customer credit decisions at your office so you know who has applied from your website.
- Cutting down on application paperwork means more time in your day for selling, caring for your customers, and managing your business.
- Save your time with customers who are approved for financing before making purchase decisions.
- Knowing your customer's approved credit line can help you offer products that work within your customer's budget.
- Special terms financing promotions and low monthly payments drive customers to call and help you close more sales.
- Potential customers searching online for HVAC financing can find you and apply at your website while they're in the mindset.
- Customers who have had an easy, convenient way to do business with you help promote your business when they spread the word to friends, family, and colleagues.

## Online applications are good for your customers

- In just a few minutes, customers can apply for financing in the privacy of their home.
- 24/7 access lets your customers apply at their convenience.
- Saves your customers' time with an easy-to-complete form and fast credit decision.
- Customers will know how much they can spend before making purchase decisions.
- Customers can enter their information accurately and securely.
- Saves you time when the customers' financing is in place ahead of time.

Request an [At-Home Application](#) link for your website today!

<sup>1</sup>Internet World Stats, www.internetworldstats.com, May 4, 2011.

\*The *Comfortmaker* credit card is a Visa<sup>®</sup> credit card that can be used anywhere Visa is accepted.

*Comfortmaker* provides home comfort systems. The *Comfortmaker* credit card program is administered by Wells Fargo Retail Services.

**For merchant use only.**

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## MERCHANT INTERNET APPLICATION REQUEST – COMFORTMAKER®

Please complete the following steps to obtain an Internet Customer Application Link for your website.

- You must have your Wells Fargo Retail Services Merchant Number
- Make sure your website does not contain any Wells Fargo branding; you will only be allowed to use material that has been provided to you by us. You may place the following statement on your site, *Financing provided by Wells Fargo Financial National Bank.*
- Allow 10 business days for processing your request.
- You will receive information on your request via email from Wells Fargo Financial Start-Up Notice.

<b>Requested By</b>	<b>Date of Request</b>

### Merchant information for Website

Merchant Name

Merchant Number

Merchant Website

### Contact Information for Website (Person whom the link will be sent to)

Name

Phone Number

Email Address

### Other Information

### Dealer Administration Use Only

Approved by

Web site approved by

Client Number

2357 Comfortmaker® Air Conditioning & Heating

System Code

366

Date Internet Addendum received (if applicable)

FDR BIN Number

470500

FDR PRIN

0300

FDR SYS Number

5843

Master ID Number

Internet Merchant Number:

Email completed forms to:  
[retailerdealermaint@wellsfargo.com](mailto:retailerdealermaint@wellsfargo.com)  
 or fax to: 1-866-280-8329

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## Online Marketing Tips

- **Position Comfortmaker's private label credit card program as the exclusive finance plan** Customers may not be looking for another credit card, but they are looking for financing options.
- **Promote "special terms financing"** When customers visit your website, make sure they know that special terms financing offers are available.
- **Reinforce security and 24/7 convenience** The online application is secure and always available when the customer is.
- **Spread the word** Include your website address and "online application" in your other advertising, business cards, after-hours phone messages, etc. that you use to help market your business.
- **Tell your customers how financing benefits them** Create a financing page on your website explaining the benefits of Comfortmaker's consumer finance program. You may use the language and links below.

Please refer to Wells Fargo Retail Services' **Advertising Requirements** for proper headline, sub-headline and disclosure requirements when advertising Comfortmaker financing on your website.

## Approved verbiage for your Comfortmaker dealer website

Innovative Comfortmaker products are trusted in more homes than any other brand. Through our close relationship with Wells Fargo Financial National Bank, participating expert Comfortmaker dealers offer a variety of flexible options for financing your new Comfortmaker product or system. That way, you can invest in your home's comfort or respond to an unexpected heating and cooling need without breaking your monthly budget.

### With financing from Wells Fargo on your Comfortmaker credit card\*, you'll enjoy:

- Affordable monthly payments
- Everyday purchase convenience — everywhere Visa® credit cards are accepted
- Special terms promotional offers
- An easy-to-use online bill payment option
- Simple online application

[Apply now](#)

### Already a Comfortmaker credit card\* holder

#### • [I'd like to pay my bill online](#)

If you would like to link directly from your page to Online Bill Pay, link to: <https://ebpp3.wellsfargo.com/ds/WFF>

#### • [I have questions about my account](#)

If you would like to link directly from your page to the customer information page, link to: <http://retailservices.wellsfargo.com/customer/index.html>

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