



Set Up Guide

Whether you're new to offering financing or an industry veteran, we're here to help you master selling with financing and close as many deals as possible with Hearth.

Our Launch Program will make you a financing all-star. We'll walk you through the steps of setting up and selling with Hearth so that offering financing becomes an easy, repeatable, and successful part of your sales process.

This Set Up Guide will help you complete the first step of your Launch Program: getting up and running with your brand-new tools.

Let's get started!

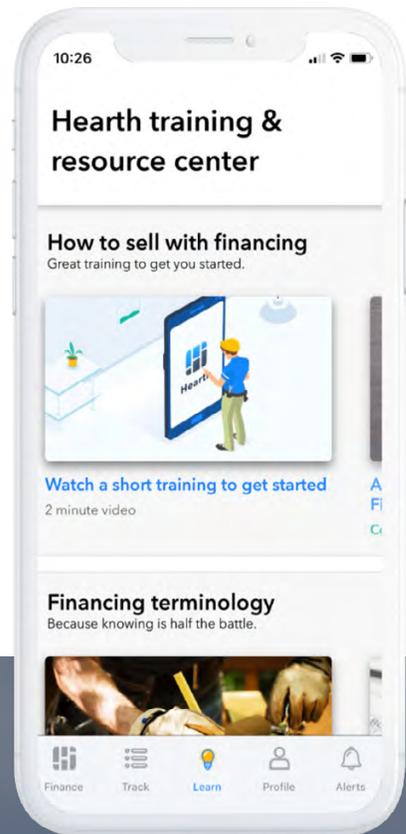
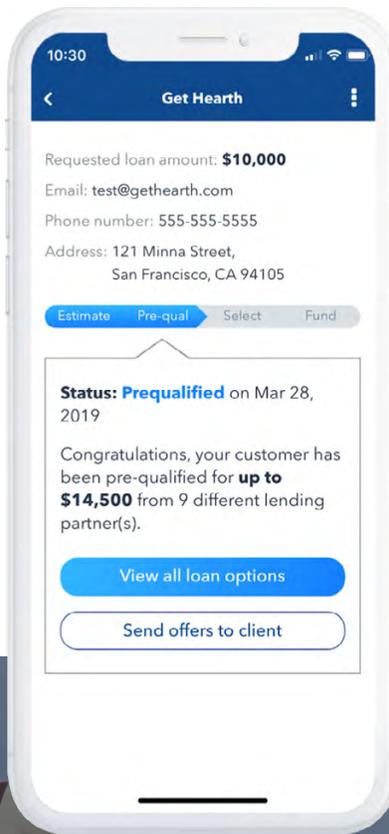
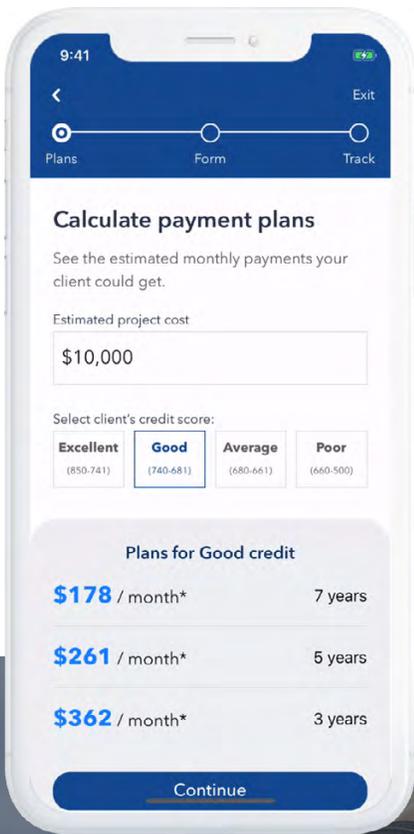


Step 1: Download the Hearth app

The Hearth app is as mobile as you are. Whether you're on site, in the office, or on the move, you can use your app to offer financing to your customers, track their funding progress, and find helpful advice for selling with financing.

If you don't have the app yet, you can get it by following this link on your mobile device:
<https://go.gethearth.com/app/>

Note: Make sure you download your app before your kick-off call!



Contractors with the Hearth app fund 40% more projects on average than contractors without the app.



Step 2: Get your marketing tools

Letting potential customers know that you offer financing is the first step towards winning more business. Hearth helps you promote your financing options in several ways.

Website Banner

If your business has a website, you can use it to advertise that you offer financing options and to generate more qualified leads.

When a lead clicks your banner, they'll be taken to your financing portal where they can see potential financing offers within minutes -- and you'll get a new lead that you know has a way to pay.

The image displays four different website banner designs for Hearth's financing services:

- Personalized renovation financing options:** A dark blue banner with a blue button labeled "See my options". Below the button, it says "60 seconds" and "No effect on credit score". The Hearth logo is at the bottom.
- Fund your project as soon as tomorrow:** A dark blue banner featuring an icon of a house with a dollar sign. It includes a blue button "See my options", "60 seconds", and "No effect on credit score". The Hearth logo is at the bottom.
- Financing Available Member:** A light blue banner with a blue ribbon across the middle that says "Member". It includes the text "Financing Available" and the Hearth logo at the bottom.
- Financing by Hearth:** A dark blue banner with a yellow border, featuring the text "Financing by" above the Hearth logo.

Below these is a larger, dark blue banner with the text "Fund your project as soon as tomorrow" on the left, a blue button "See my options" in the center, and "60 seconds • No effect on credit score" below the button. The Hearth logo is on the right.

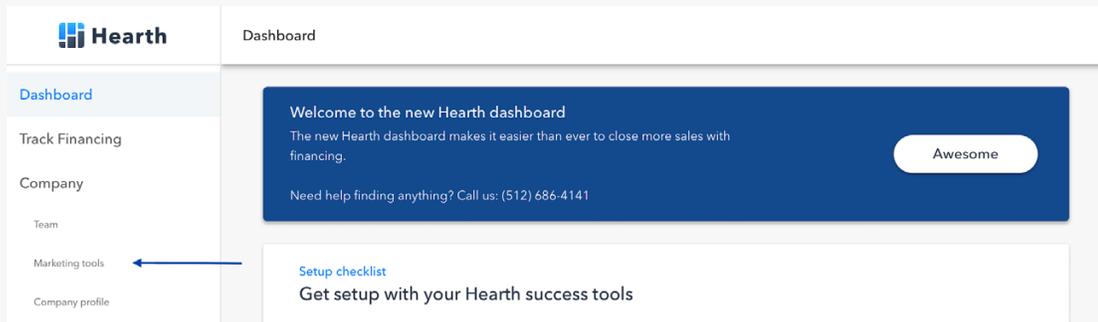
On average, Hearth contractors who add a banner to their website fund 38% more projects than those who don't.





Helpful Tip

Here's what you need to do to add a banner to your website:



1. Go to your Hearth account
2. Click "Marketing tools"
3. Select your favorite banner using the dropdown menu
4. Copy the banner link or send it to your webmaster to add to your website

Banner selection

Use the dropdown to preview and select each banner layout. Add the banner to your website by copying the text below or sending the information to your webadmin.

Banners

Badge (150 x 150) ▼

Banner preview



Banner link

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<a href="https://app.gethearth.com/partners/evas-roofing?utm_campaign=9223&utm_content=general&utm_medium=contractor-website&utm_source=contractor&utm_term=150_150" target="_blank">  
    
</a>
```

Copy link

Email your web admin

Sample text for your website

A short description about payment options alongside your banner can help seal the deal. We've included examples below that you can copy and paste onto your website:

See your personalized monthly payment options within minutes and without affecting your credit score. No prepayment penalties. No home equity required.

Project financing: Hearth helps you find monthly payment options that fit your budget. Seeing options doesn't affect your credit score!

Find convenient monthly payment options for your project. See your personalized payment plans without affecting your credit score now.

We've partnered with Hearth to bring you fixed monthly payments without any prepayment penalties or home equity requirements. You can receive the funds for your project within days and spread out your payments over time.

Hearth makes it easy for you to find monthly payment options for your project, with:

- Loan amounts up to \$100,000
- Affordable monthly payment options
- Funding within 1-3 days
- No prepayment penalties
- No home equity required

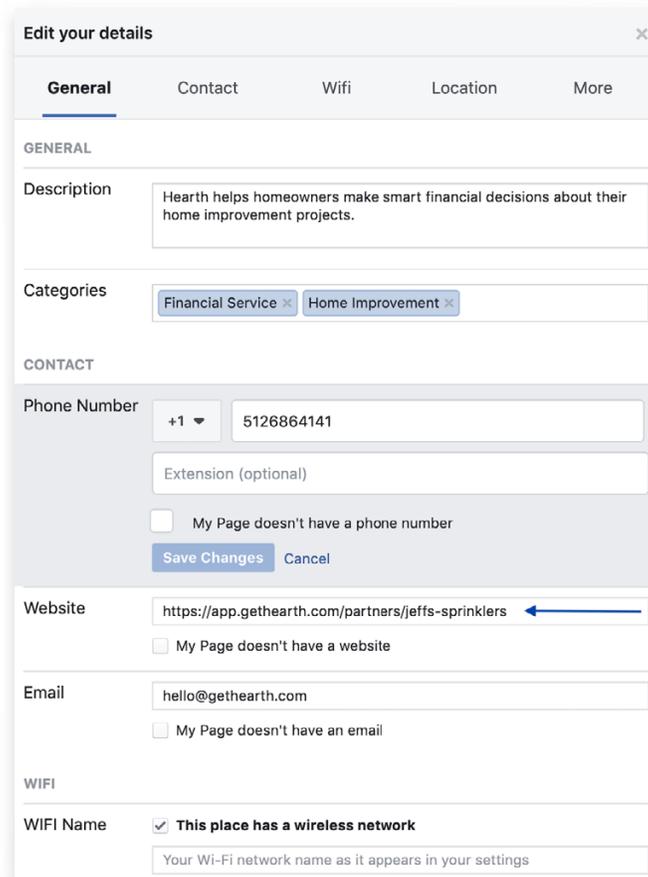


Share your link on Facebook

Adding your payment options page link to your business' Facebook page can help you reach potential customers who are looking for an alternate way to pay. When a lead clicks the link, they'll be directed to your financing portal and will be able to see potential monthly payment options in minutes (and without any effect on their credit score).

Here's how to add Hearth to your Facebook Business page:

1. Log into your business Facebook page
2. Click "About" (in the menu underneath the profile picture)
3. Click "Edit Page Info"
4. Find "Website"
5. Paste your personalized link directly into the pop-up box



The screenshot shows the 'Edit your details' dialog box for a Facebook business page. The 'General' tab is selected. The 'Description' field contains the text: 'Hearth helps homeowners make smart financial decisions about their home improvement projects.' The 'Categories' field shows 'Financial Service' and 'Home Improvement'. The 'Phone Number' field is set to '+1 5126864141'. The 'Website' field is highlighted with a blue arrow pointing to the URL: 'https://app.getearth.com/partners/jeffs-sprinklers'. The 'Email' field is set to 'hello@getearth.com'. The 'WIFI' section has a checked box for 'This place has a wireless network'.



Pro-Tip: You can also keep your financing options top of mind by sharing your payment options link in Facebook posts.

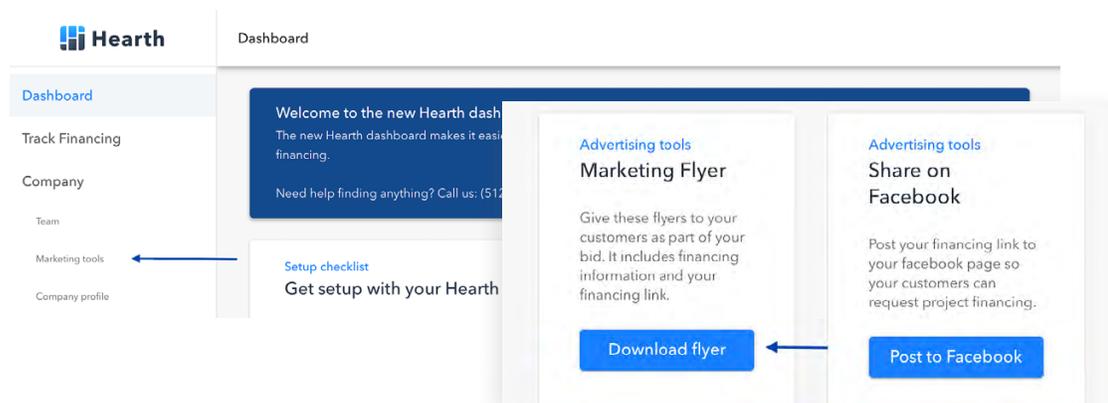
Custom Flyers

You can share, download, or print your branded flyers right from your web dashboard or app to share them with potential customers. The flyer provides more information about why homeowners chose Hearth and how Hearth works.

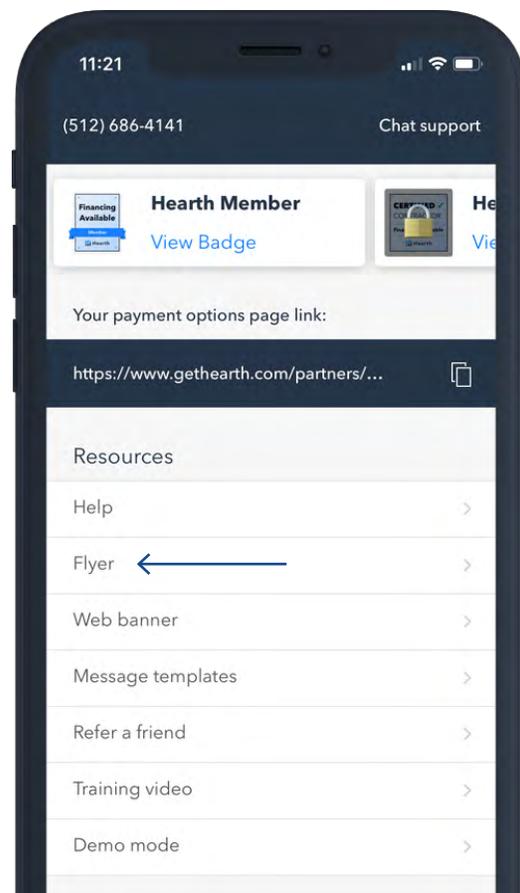
Pro-Tip: Some of our most successful contractors print out a stack of flyers and bring them to expos and conferences.

To find your flyers in your web dashboard:

Log into your account → Click “Marketing tools” → Find “Marketing Flyer”



To find your flyers in your app, log into your app → Go to “Profile” → “Flyer”



Attend your kick-off call

Once you complete the steps in this Set Up Guide, you're ready for the second step of your Launch Program: a kick-off call with your financing coach. The two of you will work closely together to develop a personalized success plan that will get you closing deals with Hearth in no time.

If you haven't yet scheduled this call, please reach out to us at **512-686-4141** and we'll set it up!

Going through the steps in this Set Up Guide puts you well on your way to finding success -- and more business -- with Hearth. By the time you've completed the full Launch Program, we're confident that you'll be a pro at closing more deals with financing!

Remember -- we're here to help.

You can reach your financing coach from Monday to Friday from 8:00 a.m. to 5:00 p.m. CT at:

Phone: (512) 686-4141

Email: support@gethearth.com

