







Out of Nowhere... Life Happens.

Many employees have limited options for finding affordable financing alternatives.

In fact, a recent survey reported 66% of Americans would struggle to cover a \$1,000 unexpected expense¹. The following depicts the staggering financial reality many Americans face daily.

APR Ranges for Retail Purchases

FINANCE OPTION	APR	AVERAGE FICO SCORE	POPULATION
 Cash	0%	NA	37% of Americans ²
 Average Credit Card	~ 17.5% ³	> 725	47% of Americans ⁴
 Subprime Credit Card	22% + ⁵	< 700	53% of Americans ⁶
 Rent-to-Own	Up to 200% ⁷	NA	4 Million Consumers ⁸
 Payday Lending/ Title Pawn	Up to 400% ⁹	NA	12 Million Loans; \$7.6 Billion Dollars ¹⁰
 Bounced Checks	~ 17,000% ¹¹	NA	\$11.16 Billion Dollars Collected in 2015 ¹²

While there seems to be some improvement in FICO scores over the past few years, this trend may be the result of many consumers “dropping out” from using traditional credit methods, thus no longer having a valid FICO score ¹³.

Purchasing Power is Designed to Empower.

Our mission is to help employees find relief from the financial stress associated with high-interest payments for purchases. Employees can access the items they need and affordably spread payments across 12 months to give them peace of mind and control over their finances. Our pricing is transparent with no hidden fees, no interest, no credit checks.

	Cash	Payday Loans & Rent-to-Own	Credit Card	
Pay Over Time	✗	✓	✓	✓
No Credit Check	✓	✓	✗	✓
Easy Payroll Deduction	✗	✗	✗	✓
Manageable Payments	✗	✗	✗	✓
No-Ballooning Interest	✓	✗	✗	✓
No-Late Fees	✓	✗	✗	✓

Sources

1. <http://www.usatoday.com/story/money/personalfinance/2016/05/21/poll-americans-economic-situation-paying-bills/84665088/>
2. <http://www.prnewswire.com/news-releases/63-of-americans-cant-afford-500-car-repair-or-1000-emergency-room-visit-300200097.html>
3. <http://www.indexcreditcards.com/credit-card-rates-monitor>
4. <http://www.fico.com/en/blogs/risk-compliance/us-credit-quality-rising-the-beat-goes-on/> (calculated number by adding April 2016 credit scores above 750 with half of the % between 700-750 meaning 20.4%+18.5%+7.5%=47%)
5. http://files.consumerfinance.gov/f/201512_cfpb_report-the-consumer-credit-card-market.pdf
6. <http://www.fico.com/en/blogs/risk-compliance/us-credit-quality-rising-the-beat-goes-on/> (calculated number by adding April 2016 credit scores below 700 with half of the % between 700-750 meaning 4.6%+7.1%+9%+10.3%+13.3%+7%=53%)
7. <http://scholarship.kentlaw.iit.edu/cgi/viewcontent.cgi?article=3993&context=cclawreview>
8. http://www.bizjournals.com/prnewswire/press_releases/2015/04/26/MN89752
9. <http://www.consumerfinance.gov/askcfpb/1567/what-payday-loan.html>
10. http://www.pewtrusts.org/~media/legacy/%20uploadedfiles/pes_assets/2012/pewpaydaylendingreportpdf.pdf
11. <http://money.cnn.com/2016/01/14/investing/atm-overdraft-fees/>
12. https://www.nytimes.com/2016/04/21/your-money/bank-overdraft-fees-hit-younger-adults-hardest-pew-says.html?_r=0
13. <http://www.fico.com/en/blogs/risk-compliance/us-credit-quality-rising-the-beat-goes-on/>