



Kwik-Link from Foundation Finance

Add a customer application link to your company website.

Foundation Finance can create a custom link that you may place on your website to allow customers to securely apply for credit through YOUR website. Applications submitted through this custom link will be transmitted directly to Foundation Finance and be updated into your secure Kwik-Dealer portal so you may access them later.

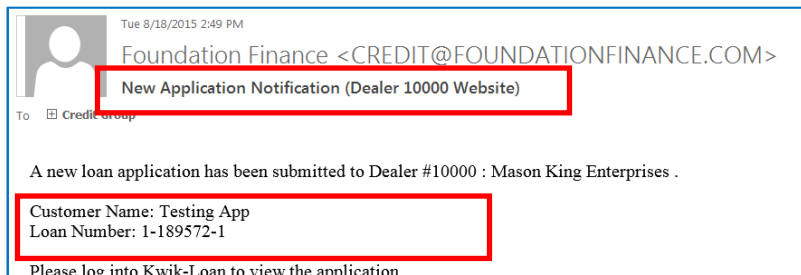
Here's how it works:

1. FFC will send you a custom link that will provide direct access for your customers to complete an application online. The application form is the same basic form used by dealers entering applications online through Kwik-Dealer. We have added a “tool tip” to the Loan Type (closed-end or revolving) to explain what each is (since that is a required entry), though you may always change the loan type upon customer approval. The customer must also agree to the terms and conditions at the end of the application in order to submit it.

The screenshot shows a web form interface. On the left, there is a 'SUBMIT' button and a 'MORE' dropdown menu. The main content area contains a checkbox with the text 'I have read and agree to the [terms listed in the disclaimer.](#)' Below this, there are two lines of red text: '-The dealership will be contacting you once a decision has been processed on your credit application' and '-You must agree to the terms and conditions to submit this application'. At the bottom of this section are two buttons: 'SUBMIT' and 'CANCEL'.

2. The link may be placed on your website by your web developer wherever it makes most sense for you. Foundation Finance is unable to help with this as we do not have access to your website back-end. Your developer may choose to use the link with an image/button (“Financing Available – Apply Now” or something similar) that is in keeping with your website branding or you may use one of our sample images (attached). Your developer may wish to place the application link in a frame to keep your site design consistent.

3. If a customer completes an application online, you will receive an email notifying you of this (since you may not be aware). The email will go to the first email address on file with FFC and have a subject line indicating that the application was through your company’s website. It will also show you the customer’s name. From this point, the process is no different than if you had submitted the application yourself. We will process the application and send you a decision email/update the information in your Kwik-Dealer portal. **THE CUSTOMER DOES NOT RECEIVE ANY APPROVAL INFORMATION DIRECTLY FROM FFC.** It will be up to you, based on the decision, to decide whether or not to proceed, what terms to offer, etc. You will need to contact the customer to do this. Customer contact information can be found in Kwik-Dealer under the “View Application” option in the Actions Dropdown in the Loan List. The loan document process remains the same as usual.



That’s all there is to it! This is just another option for our dealers to promote financing on their websites and simplify the customer application process. We are still happy to take applications by phone, fax/email or from you through your Kwik-Dealer portal.

If you have any questions, give the marketing team a call at 1-855-241-0024 x5012 or email sales@foundationfinance.com