

Success Story: Claw ATV

Laura and Corey Trimper, Owners

History

From its modest start of selling used ATVs out of a basement 13 years ago, Claw ATV has transformed its business with the help of financing.

Today, the company has grown and diversified its offerings, providing a comprehensive range of services that cater to the needs of customers looking to buy, sell, or consign ATVs and recreational vehicles. Laura and Corey prides themselves on their commitment to customer satisfaction, which has helped them build a loyal customer base across Nova Scotia.

Quick Facts

-  Serves customers across Southern Nova Scotia
-  Services include maintenance, repair and upgrades of ATVs and Recreational Vehicles
-  Financeit partner since 2018



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The Challenge

Laura and Corey faced difficulty finding a financing partner that catered to their specific business operations and customer loan approval process. Without being able to offer a reliable financing option, it led customers to choose competitors with more flexible payment options.

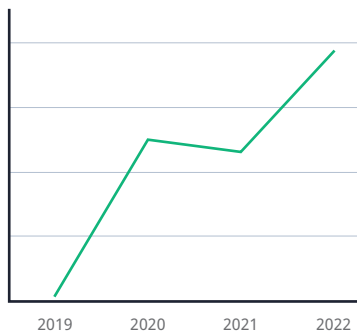
How Financeit Helped

By going through Financeit’s quick partner approval process, the team was able to seamlessly introduce financing alternatives into all their sales conversations, rejuvenating their sales strategy. Claw ATV actively promoted financing options both online and in-store resulting in increased customer traffic which led to a significant 25% increase in sales.

“We advertise financing in all our ads. Now that we can offer financing, our name has gotten out there and we are getting busier and busier.”

– Laura and Corey Trimper

Financing Volume 2019 - 2022



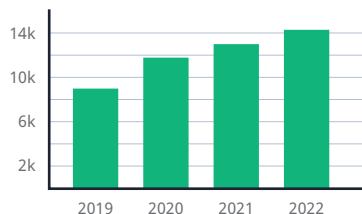
For Claw, one of the most significant advantages of using Financeit has been the user-friendly nature of the platform and the unwavering support provided by the Financeit team. The ability to rapidly obtain financing approval for customers while they are still in-store has significantly streamlined the sales process, enabling the team to operate more efficiently and effectively than before, with significantly reduced levels of complexity and inconvenience.

“We are getting so many loans approved quickly with Financeit compared to the hoops we had to go through with other financing providers. If there is ever issues, the Financeit team come back very quickly with a resolution.”

– Laura and Corey Trimper

They’ve also seen an increase in the average ticket size by over \$2,000, as customers are more willing to explore financing options for high-end and complementary products. This has contributed to a 35% rise in financing volume over the past three years.

Average ticket size 2019 - 2022



Claw ATV Success by the Numbers*

131%

Increase in financing volume in 2023 YTD

25%

of all transactions through financing

\$2K

increase in average ticket size since 2020

“We love Financeit and so do our customers as everything is so easy! Financeit gave us a chance when other lenders wouldn’t.”

– Laura and Corey Trimper

*Source: Claw ATV sales closed from financing