

Success Story: S&S Conversions

Josh Saks, CEO

History

Serving Montreal homeowners since 1978, S&S Conversions has been providing quality customer service alongside industry leading HVAC products, giving their customers peace of mind when it comes to the comfort of their homes.

Quick Facts

-  Serves customers across 40 neighborhoods in Montreal, Laval and the South Shore
-  Services include installation and repair of electrical heating & cooling equipment
-  Financeit partner since 2020



Josh Saks, CEO (left)

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The Challenge

Before Financeit, S&S sifted their way through convoluted paperwork, pushed through a platform that was clunky and did not align with the quality of service the company expects. Understandably, as there was some tension in the buying process for customers, S&S Conversions realized that a change was necessary to enhance the way they offered financing. Consequently, they switched their financing provider to Financeit.

The Solution

S&S needed a financial partner offering a user-friendly and efficient product. Josh Saks, President & CEO of S&S Conversions remarked, *“Financeit is incredibly intuitive, and there are no drawbacks to utilizing their financing services.”*

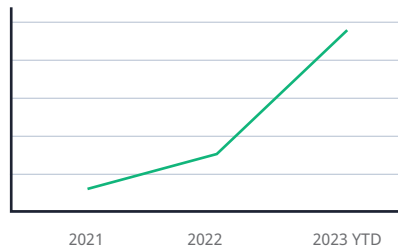
Positioning their Carrier HVAC systems with a monthly payment option to meet the market demand for financing, S&S Conversions started actively presenting customers with a variety of financing programs. By introducing 0% interest rate programs, they successfully increased their overall sales volume. Pairing simplicity with a tailored financing programs, has resulted in a 32% increase in funded volume since 2022.

“0% is easy to advertise, there’s an automatic affinity to it.” – Josh Saks

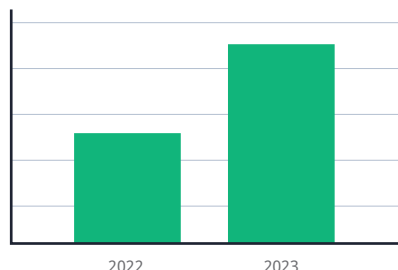
Marketing an equal payments program, which creates consistent expected monthly payments with no interest, has led S&S to experience an uptick in inquiries. Customers are seeking more information on the 0% program and exploring ways to benefit from a low monthly payment without interest.

Since adopting Financeit as the main financing provider, S&S has improved their overall sales efficiency and closed more sales to satisfied customers. They can offer their customers an equal payments program, alleviating the financial burden of accumulating interest, and this initiative has resulted in a notable 27% increase in applications since 2022.

YoY Funded Volume 2021-2023



Application Volume YoY



S&S Conversions Success by the Numbers*

46%

increase in funded volume since 2021

27%

increase in loan applications since 2022

98%

of loans funded through promotions

“Financing removes the friction point of affordability. You really know how serious the customer is when you remove that pain point...It simplifies the whole experience of selling our services.”

– Josh Saks

*Source: S&S Conversions sales closed from financing