



Electric & Gas Industries Association

3800 Watt Ave, Suite 105

Sacramento, CA 95821

iMarket Solutions and EGIA's OPTIMUS Financing Collaborate to Bring More Contractors Business Websites and Customer Financing

New partnership will offer more contractors compelling, affordable online presences and free integration of customer financing options into company websites to serve more customers.

FOR IMMEDIATE RELEASE

SACRAMENTO, CA, December 14, 2022 – iMarket Solutions, which provides digital marketing assistance for contractors, and OPTIMUS Financing, the all-in-one financing and leasing platform for the home services industry, have teamed up to help contractors serve more customers and close more sales by meeting two of their biggest needs: a web presence for their businesses and easy financing for their customers.

OPTIMUS is the official financing arm of the Electric & Gas Industries Association (EGIA), the leading membership organization providing contractors with the training and resources to grow their businesses. Through this partnership, OPTIMUS will solve challenges for businesses seeking HVAC or home repair financing for their customers, allowing iMarket contractors to help more clients and close more sales. OPTIMUS will provide financing solutions for iMarket customers, and in turn iMarket will offer OPTIMUS-enrolled contractors free integration of financing offerings into their business websites.

“We are thrilled to partner with OPTIMUS Financing because it’s truly an industry-first solution, bringing together financing options for every project and every credit profile in one simple product,” said Gary Elekes, CEO and co-founder of iMarket Solutions. “OPTIMUS approval rates are over 90%. That allows our clients to eliminate the ‘NO’ when financing their customers, get to a ‘YES’ quickly and seamlessly, and satisfy more customers while closing more sales.”

Financing rejections, along with simply not offering financing, are some of the biggest missed opportunities for contractors, representing millions in lost revenue annually across the industry. OPTIMUS offers a simple way for contractors to offer financing on every call and qualify virtually all customers, using a “soft-pull” technology to instantly find the right lending solution and eliminate the need for multiplate applications and hard credit pulls. The end result? Approval rates over 90% regardless of the customer’s best credit fit – be it prime, near-prime, sub-prime, or even lease.

“Improving financing inefficiencies is one of the biggest opportunities for contractors to sustainably increase profits without spending more on marketing or lead generation,” said Matthew Bratsis, VP of Contractor Services for EGIA and founding mind behind the OPTIMUS Financing platform. “This partnership with iMarket Solutions will allow us to quickly, seamlessly onboard contractors in need of comprehensive financing options, while also solving one of their biggest marketing problems – the lack of a concise, compelling company website – with access to iMarket’s award-winning, low-cost website development and digital branding.”

iMarket Solutions clients will receive free onboarding and training to implement OPTIMUS Financing into their businesses starting on December 14, 2022, while OPTIMUS clients will get access to iMarket’s industry-leading website design from that same date. To learn more about OPTIMUS, and its industry-first blend of financing options for every customer and every project, visit OPTIMUSfinancing.com.

About OPTIMUS Financing

OPTIMUS is the exclusive finance platform of the Electric & Gas Industries Association (EGIA), the leading organization for training, financing and best practices for home services contractors who want to build better businesses. OPTIMUS, and its predecessor EGIA Financing, has facilitated financing for 450,000+ residential and business projects valued at over \$8 billion. OPTIMUS is an all-in-one financing platform that features access to every payment plan for every customer in a single, one-application process – from prime and near-prime to sub-prime and leasing – resulting in approval rates over 90%. OPTIMUS leads the industry in consumer finance and lease-to-own connectivity with one-on-one support, and it offers in-depth contractor finance training, a finance call center for program related questions, ongoing sales consultations at no cost to the customer, and free access to Contractor University’s industry-leading sales training content. To learn more about what OPTIMUS Financing has to offer and enrollment details, visit <https://OPTIMUSfinancing.com>. For more on EGIA, and its [Contractor University](https://EGIA.org) educational programs, visit <https://EGIA.org>.

About iMarket Solutions

iMarket Solutions is a digital marketing agency that helps growth-minded contractors achieve their goals and increase profitability. With over 40 years of experience in the HVAC, Plumbing, and Electrical industries, our team has assisted 300+ contractors in dominating their local markets in the US and Canada since 2010. Through the use of marketing best practices and our own trade experience, we assist contractors in making the most of today's unique marketing opportunities.

OPTIMUS Financing Contact

Lucas Ehrbar
Director, Communications & Marketing Partnerships
(503) 780-6045
lehrbar@egia.org

iMarket Solutions Contact

Shae Arellano

Marketing Manager

(720) 220-5081

shae.arellano@imarketsolutions.com