



**OPTIMUS Financing**  
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## **The New Flat Rate Integrates EGIA's OPTIMUS Financing to Revolutionize the Sales Process for Home Service Contractors**

*The industry-leading, all-in-one financing platform is now integrated directly into the number one price-generating software company for contractors, providing users with a seamless point-of-sale financing option for their customers*

### **FOR IMMEDIATE RELEASE**

SACRAMENTO, Ca. (February 15, 2024) – In a landmark collaboration, The New Flat Rate, the premier price-generating software for home service contractors, together with OPTIMUS Financing by EGIA, a leading all-in-one financing and leasing platform, have announced a groundbreaking software integration. This innovation allows contractors to offer instant financing approvals directly through The New Flat Rate's comprehensive pricing platform, streamlining the contractor sales process and significantly enhancing the customer experience.

This partnership leverages The New Flat Rate's intuitive pricing menus with OPTIMUS's extensive financing options, making it easier than ever for contractors to offer flexible financing solutions without the need for external applications or cumbersome paperwork. The integration simplifies the approval process, enabling instant financing options that cater to all credit scores and a variety of home improvement projects.

"The financial logistics of project funding can create unnecessary obstacles and can often completely derail the process," said Danielle Putnam, president of The New Flat Rate. "Contractors often face time pressures when assisting clients, while customers can struggle with the financial demands of immediate payment. Our alliance with OPTIMUS Financing introduces a critical efficiency into this equation, granting contractors access to an on-the-spot financing tool to better serve their clients."

OPTIMUS Financing is the leading financing solution for the home improvement industry, expertly managing over \$750 million in annual financing. Committed to aligning customers with the most suitable financing plans, OPTIMUS leverages cutting-edge soft pull technology to pinpoint the appropriate lending or leasing choices for individual applicants, ensuring a perfect fit, regardless of credit profile. Its unmatched efficiency allows OPTIMUS to approve 90%+ of applicants, driving more revenue for contractors and a painless experience for their customers.

“We’ve brought our organizations together to address a critical gap in the market,” said Matthew Bratsis, vice president of contractor services for EGIA. “By integrating OPTIMUS’s simple approval process into The New Flat Rate’s pricing software, we’re empowering contractors to increase their sales revenue and offer unparalleled value to their customers.

The New Flat Rate and OPTIMUS Financing both emphasize the mutual commitment to easing the financial burden on customers and contractors alike. Their collaboration simplifies the financing process and opens up new avenues for contractors to enhance their service offerings.

For more information about The New Flat Rate, please visit <https://thenewflatrate.com/>.

For more information about the OPTIMUS Financing program, please visit <https://optimusfinancing.com/>.

#### **About OPTIMUS Financing**

OPTIMUS is the exclusive finance platform of EGIA, which has facilitated financing for 250,000+ 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 contractor, 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>.

#### **About The New Flat Rate**

The New Flat Rate, Inc. pioneered the first menu pricing system for in-home service providers which has doubled and tripled the average service ticket for contractors across the United States and Canada. Targeting HVAC, Plumbing, and Electrical Service and Repair contractors, each market-specific edition is designed to do the bundling and upselling for technicians by providing hundreds of services, repair and equipment replacement "menus," each with up to five straightforward options consumers can choose. Voted No. 1 retail pricing generator during the 2021 HARDI conference, The New Flat Rate develops processes to eliminate objections and lower sales resistance for service technicians. For more information, visit <http://thenewflatrate.com/> or call 706-259-8892.

## **CONTACTS**

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