



BuyFin Consumer Financing Now Available to Help Home Service Contractors Unlock Growth
BuyMax Launches Fully Automated AI-decision making Financing Solution

COLUMBIA, Md. – Jan. 2024 – BuyMax, an industry-leading strategic sourcing and group purchasing organization established originally for home service contractors, has launched BuyFin Consumer Financing, a platform that helps homeowners say yes to more with competitive payment products which suit them, their budget, their home needs and desires. The BuyFin team will be at the Successware **Booth, #N3567**, during the 2024 AHR Expo to share how this platform's built-in AI decision making allows for both contractors and customers to have a stress-free experience.

“With BuyFin, we are excited to provide businesses with a seamless technology-driven approach to consumer financing that provides the highest level of quality with speedy merchant approvals, white-glove support, informed decision making, and increased customer approvals,” said Clare Perry, president of BuyMax. “BuyFin’s objective is to maximize competitive options for the customer and drive business growth for the contractor – creating a win-win satisfying experience for all.”

Key features of BuyFin Consumer Financing include:

- Online merchant onboarding takes as few as 10 minutes.
- Soft credit pulls before contractors enter the home to deliver consumers pre-qualified offers at no risk.
- First- and second-look financing in one application.
- Customizable financing programs.
- Home improvement financing to customers with easy-to-use, mobile-friendly technology.
- Approved financing can only be used at your business, ensuring customers book the job with your company.

“BuyFin is a modern, data-driven approach to consumer financing,” said Jim Henderson, director of consumer finance services. “We are a strategic partner in growth for our clients, optimizing the process with an automated solution made easy for the business users and their customers.”

For more information about BuyFin Consumer Financing, visit buyfin.com.

As an exclusive sourcing and procurement partner, BuyMax and its vendors help businesses increase top-line revenue and minimize bottom-line expenses and span all cost-of-goods expense categories, including Equipment & Distribution, Fleet Solutions, Insurance, Payroll, Payments, Communications, and Marketing. All payment products are issued by participating financial institutions, members FDIC.

About BuyMax

Since 1998, BuyMax provides strategic sourcing services and private label products for over 1,700 members throughout the United States and Canada for an industry-leading family of franchises and a select group of independent contractors. Leveraging the purchasing power of its members, BuyMax negotiates discounts from national manufacturers, wholesale distributors, and a long list of service providers through competitive first costs and rebates for business in the HVAC, Plumbing, and Electrical industries. BuyMax is positioned as a leader in the industry and supports contractors in the home services fields. BuyFin is powered by Momnt a state-of-the-art financial services technology platform that revolutionizes how merchants offer financing. BuyMax is part of Authority Brands, the parent company to leading home service brands across the plumbing, electrical services, residential cleaning, at-home care, swimming pool repair and maintenance, tree removal, restoration, and pest control services sector. For more information, visit buymax.com.

About Authority Brands

Headquartered in Columbia, Maryland, Authority Brands' companies include 16 leading home service franchise brands: America's Swimming Pool Company, Benjamin Franklin Plumbing, The Cleaning Authority, Color World Painting, DoodyCalls, DRYmedic Restoration Services, Homewatch CareGivers, The Junkluggers, Lawn Squad, Mister Sparky, Monster Tree Service, Mosquito Squad, One Hour Heating & Air Conditioning, Screenmobile, STOP Restoration, and Woofie's. Together, these brands provide home services through more than 2,000 territories operated by more than 1,000 franchise owners. Authority Brands is dedicated to supporting individual franchise owner growth by providing strong marketing, technology, and operational support. See www.authoritybrands.com for more information.

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