
Application Process Steps

Advantage 30

- (1) This product is used to capture larger project installations when the applicant chooses to secure alternate financing in lieu of paying cash or desires to preserve cash and existing lines of credit. The determining factor in the use of this product is whether there exists equity in the property involved that is sufficient to “cash-out” and pay for the value of improvements requested. These are conventional refinance loans made available at low competitive market rates and have flexible term structures. Minimum FICO scores of 600+ accepted by the lender pool.

- (1) Dealer or customer visits the dealer’s website and clicks on the link to completely fill out the online applications. It is important that any application be submitted through the dealer website to accurately account for the application with the dealer’s ID number. This will allow the application to be processed electronically so it can be entered and tracked in the dealers application portal. It is possible to submit an application through the reel www.thinkreelgree.com homepage, but the specific dealer ID number needs to be manually entered into the application form by the dealer or customer.

- (3) Fill in the information requested, including the customer’s personal contact information and click submit. The application shall be directed through the reel credit department and reel shall submit the application to a preferred lender. The lender upon receipt will attempt to contact the applicant to verify information provided and will pull a credit bureau and send a pre-approval or denial email (24-48 hours) after verifying application information. The lender will discuss directly with the applicant the loan products available and the qualifications thereof.

- (4) Dealer will need to submit a job estimate supporting loan amount to credit@thinkreelgreen.com or through fax at 1-888-667-5745.

- (5) If pre-qualified stipulations are met (if required), lender shall direct the applicant to request an appraisal. This is now called the origination period. This period could take up to 30 days before closing can occur. Waiting on appraisals or other necessary activities (other non-related work to property) required by loan type would need to be completed. The dealer can monitor the status of an application through the Dealer Portal and will be advised when closing occurs. If the dealer has questions regarding the status of an application in the Dealer Portal, they can contact Dealer Support directly.

- (6) The Advantage 30 product is ACH funded to the applicant (homeowner). Employ good business practices and ensure that the applicant had received the funds before ordering materials and/or starting work under your executed agreement with the applicant.

- (7) Dealer shall be invoiced made payable to reel as a closed transaction fee[®] upon ACH funding to applicant.

