



## EXMARK FINANCE FAQS

### CITI PROGRAM QUESTIONS

- Is there a simple document dealers can reference like a “Quick Reference Guide” to find out how to contact Citi and perform the most common transactions?
  - a) Yes, it's called a “Quick Reference Guide.” It was sent to all enrolled dealers with their Welcome Kit from Citi and is available on the dealer extranet.
- When a dealer submits a credit application, how long does it take Citi to communicate a credit decision to the dealer?
  - a) If the requested amount is < \$25K the decision is usually rendered within a few seconds. *The decision will appear on the Citi (Freedom Pay) portal.*
  - b) If the requested amount is between \$25K and \$50K the decision will usually be rendered within one day, but at most two days. The dealer will be instructed to call Citi regarding the application and will be told of the decision timeframe. Once a decision has been made the dealer will receive a call from Citi.
  - c) If the requested amount is > \$50K, Citi will request financials from the customer and render a decision within one day of receiving the information from the customer. The dealer will be instructed to call Citi regarding the application and will be told of the decision timeframe. Once a decision has been made the dealer will receive a call from Citi.
  - d) Dealers may contact Citi's Merchant Services at any time to inquire as to the status of a submitted credit application by calling 877-291-0476 option 1.
- Is there a maximum credit line Citi will assign?
  - a) No, Citi does not have a credit limit cap. All line requests are reviewed and granted based on the applicant's credit and ability to repay the loan. Citi has already approved a credit line of \$300,000 for an Exmark customer.
- How are Citi's approval rates?
  - a) Very similar to Synchrony's and Sheffield's. The overall approval rate YTD is a bit higher than we experienced with Synchrony at the same point last year.
- Citi does not allow for a co-signer on the credit application. How should a customer go about getting approved if they have someone willing to co-sign?
  - a) The best option is to have the person with the better credit open up an account in their name and add the original (lower credit applicant) as an authorized user. This effectively accomplishes the same thing.
  - b) Unlike many lenders, Citi is willing to extend credit to some customers without a credit history so those customers should apply.



- How does a dealer lookup a customer's account on the FP portal?
  - a) For consumers, they need the last 4 digits of the customer's SS# AND their primary phone #.
  - b) For commercial accounts, they need the business name, business primary phone #, business zip code, and name of an authorized user.
- How does a dealer handle processing a customer's down payment?
  - a) The dealer should subtract the amount of the DP from the selling price of the unit and input this net price ( $\$10,000 - \$2000 = \$8000$ ) in the FP portal.
  - b) Citi is working on making available a field to input a down payment.
- How does a dealer get additional users setup to process transactions using the FP portal?
  - a) Contact Citi's Merchant Services at 877-274-8924 and select option 4. Citi will provide the dealer a form to complete where they'll list the names of the employees they'd like authorized.
- What's the best way for a distributor or dealer to get training or have questions answered on how to use the FP portal or maximize their sales using Citi programs?
  - a) For most questions the Citi Merchant Services should be called first at 877-274-8924.
  - b) For escalations or training needs contact Citi's field sales team which is dedicated to supporting the Toro/Exmark retail finance program. They're available for in-store visits as well reachable by phone to help in any way possible. See the chart below for the rep covering your territory.

Citi Field Sales Rep

Distributor Name	Greg	Lesa	Mark
EDS	X		
PED		X	
LEPCO		X	
Blalock			X
RW			X
Roberts Supply			X



Name	Phone	Email
Mark Fleener	615-870-7895	<a href="mailto:mark.fleener@citi.com">mark.fleener@citi.com</a>
Greg Funk	651-242-2307	<a href="mailto:gregory.funk@citi.com">gregory.funk@citi.com</a>
Lesa Zimmerman	440-321-3126	<a href="mailto:lesa.zimmerman@citi.com">lesa.zimmerman@citi.com</a>

- What's the strategy behind the customer rebate promotions?
  - a) The new customer rebate promos tied to financing are unique in OPE and target the cash paying or value/price sensitive customer. These customers aren't interested in long-term financing, but want the best deal possible for their money.
  - b) When advertised (outside and inside the store), the rebate is effectively an *additional discount* on new Exmark equipment that will draw the interest of the target customers.
  - c) When discussed with the customer during the sales process, the rebate is an effective closing tool for the dealer!
- How does the customer get the Visa debit card rebate?
  - a. They request it either online or by mail within 30 days of the sale. To make the submission they need two things from the dealer:
    - i. The transaction FP portal receipt for the sale
    - ii. A completed rebate certificate (Citi sent these to dealers)

## ENROLLING WITH CITI QUESTIONS

- How do I sign up with Citi?
  - a) Complete your application and fax to 1-866-352-5204, or email to [ccsdealerapplications@citi.com](mailto:ccsdealerapplications@citi.com), or online at [www.CitiRetailServices.com](http://www.CitiRetailServices.com)
- If I carry both Toro and Exmark, will I need to complete two separate applications?
  - a) No, there is a box on the application to indicate if you are a dealer for both brands.
- Is Citi requiring I provide financials with my dealer application?
  - a) No, this was negotiated as a non-requirement.
- What number can I call with questions when I am enrolling for the program or for help at any time?
  - a) Merchant Services at 1-866-786-2026
- Can I get training on how to use Citi's system?
  - a) In Mid-November webinars will be replaced with a dealer training video accessible online at any time. Please use link below



- <https://citigroup.webex.com/citigroup/j.php?MTID=m2efe01d57461e94e02408fa6198ec7ef>
- Will I be given POS materials?
  - a) **Yes, you will receive posters, hangtags, PIDS, tent cards, window clings, Rebate forms, dealer program guide, applications, and Acrylic application holder in your Welcome Kit from Citi.**
- When will I receive my Welcome kit from Citi?
  - a) **If you signed prior to 11/1/16 your welcome kits should have arrived, otherwise within 3 days via FedEx**
- How do I re-order POS materials?
  - a) **By calling 1-877-274-8924 Opt 5 or visiting [custompoint.rrd.com/torocc](http://custompoint.rrd.com/torocc)**
- Can I request a Citi fields sales rep to attend my open house?
  - a) **Yes. Please provide as much lead time as possible to ensure someone can attend. You should start by contacting your Territory Manager, who will then contact the appropriate Citi field sales representative and arrange the visit.**

## **NEW EXMARK (CITI) CREDIT CARD QUESTIONS**

- If a customer already has a Citi Bank credit card will they be able to use this card to purchase Exmark product?
  - a) **They can use their Citi card, but if they would like to take advantage of the special promotions they will need to apply for the Exmark credit card.**
- Is there a limit to the Credit line that a customer can get approved for?
  - a) **Citi has no set limit for a credit line, it varies based on customer credit worthiness. For higher requests of \$25k and over Citi may require more information.**
- What can I expect for approval rates?
  - a) **We expect overall approval rates to be on par with Synchrony. Citi will do everything they can to meet the credit line needs of the customer.**
- How long will it take for Citi to approve a customer for financing?
  - a) **If the application is submitted online, generally a decision is given in seconds. If the application is faxed, you can expect a decision within 15 minutes by phone.**



- When Citi is funding a customer purchase do they send funds via direct deposit or will they mail a check?
  - a) **They only fund via direct deposit within 2 business days.**
- Can the Exmark credit card be swiped thru my terminal instead of going online and filling out paperwork?
  - a) **No. The sale process will work similar to the Synchrony process with the exception that the dealer will not need to fax in a sales invoice to Citi to be paid (it will be submitted online). These private label cards are not Visa/MasterCards so they cannot be processed through those types of terminals. Having said that, in the future it's possible that the Citi cards could work with dealer business systems such as C-Systems or Ideal which would allow for swiping. More information to come.**
- Will there be a charge every time I run the Exmark credit card?
  - a) **No interchange fees (Visa or MasterCard) apply as everything is processed through the Citi portal. A dealer cost may apply, see your Exmark/Citi promo menu for details.**
- Can I still charge used Equipment to the new Exmark card?
  - a) **Yes, under the everyday programs.**
- Can I save the sales invoice on my computer instead of keeping a paper copy on file?
  - a) **Yes, but you should be sure it includes the customer's signature.**
- Can I enter in a model #? What if it is an old model #?
  - a) **Yes, Citi will have a quick search function and you must enter the model number exactly for it to return the selection. Or you can use the category drop down list. We have provided Citi with model numbers dating back to 2012 so older model numbers should not be a problem.**
- How do my customers apply for the Exmark Citi card?
  - a) **Online at <https://www.exmark.com/Special-Offers>, or fill out an application in your dealership and you enter their information on the Citi portal. As a backup please call 1-877-274-8924 Opt 1 for Consumer and 1-877-291-0476 Opt 1 for Commercial.**
- Can I finance non-Exmark product with Exmark product using Exmark subsidized promotions?



- a) Yes, you may include non-Exmark products up to 10% of the value of the Exmark products being financed.

## **PROMO AND REBATE QUESTIONS**

- Does tax count towards the dollar amount that drives the amount of the rebate?
  - a) No, however, you may include non-Exmark products **up to 10% of the value of the Exmark products being financed.**
- Is this just for Q1?
  - a) Yes, this special promotion is good thru 1/31/2017. We are working on another great offer for Q2, more communications to come.
- Will the promo fees (outside of the Q1 promotion dates) be similar to Synchrony's \$150 to the customer?
  - a) Our promo fee structure going forward will be more customer friendly compared to Synchrony. In particular, we are planning to eliminate customer fees on low ticket transactions, please see your promo menu for details.
- Is the \$250 gift card rebate covered for National Account and Fleet with only one card for the entire purchase? If someone is buying 2 riding mowers (not fleet) and they split them on two different invoices are they eligible for two \$250 gift cards?
  - a) If the purchases do not qualify for Fleet or NA pricing, then they can be processed separately so each qualifies for the rebate.
- Can I invoice a Commercial customer all on one invoice?
  - a) Yes. Please keep in mind that to take advantage of the rebate on multiple units, you must process each unit separately to qualify each one for a rebate.
- What is the minimum pay amount for the WPDI promos?
  - a) It is 1% of the promo balance + any fees.
- Can I track the rebate status for a customer?
  - a) The customer can track their rebate by calling 1-844-686-9373 or, if rebate was completed online, by checking [www.acbincentives.com/exmarkrebate](http://www.acbincentives.com/exmarkrebate). Customers may mail a copy of their invoice and completed original certificate to:

Exmark Consumer and Commercial Rebate, Dept #702800  
P.O. Box 1919, Memphis, TN 38101  
Fax: 1-901-345-8812 Phone: 1-844-539-5507



- Can I customize promotions for my open house?
  - a) **Yes, however it requires 40 days' notice for Citi to create the program for you. You should first contact their Regional Manager who will then contact David Adams to review/approve the special terms.**

## **SYNCHRONY QUESTIONS**

- Will I be able to accept Synchrony (SY) cards for every day purchases like for parts and service?
  - a) **Yes, for 2 years. Synchrony will be communicating this to dealers soon. Exmark will not be subsidizing any promotions on the Synchrony cards, but certain Everyday programs will be available, please see your Synchrony menu.**
- Will SY still have the 6 months deferred interest on their card after Citi becomes active?
  - a) **SY will be communicating available promotions to dealers soon.**
- Will the same terminal that was used for the SY Card be able to process the new Exmark/Citi Card?
  - a) **No. All Citi transactions will be done using their online portal.**
- Are there any provisions for balance transfers from SY to Citi?
  - a) **No.**