

# Installment Lending and the Role it Plays in our Financial EcoSystem

It's lunchtime and Bill desperately needs \$1,000 to repair the transmission on his work truck or he is out of work and out of luck.

Bill had heard from a friend that First Heritage makes Installment Loans and he could expect fast, friendly service from them.



With only an hour for lunch...



Bill visits a First Heritage Credit Branch...



Gets his \$1,000 loan approved...



First Heritage associates give Bill a ride...



To drop the truck off at the repair shop...



And then drop him off at work so he can finish his day.



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Bill gets a \$1,000 truck repair loan.

With work truck now repaired, Bill gets to keep his job, earn a paycheck, and get 3 -4 years more out of his truck for work.



Repair shop nets \$400 on repair work



Bill's employer finishes the job on time and avoids a \$450 per day late penalty.



Parts shop nets \$150 on part sales



Mechanic gets full week's work and an added \$200 for repairing the work truck.



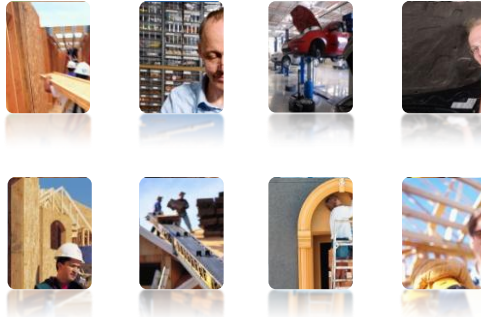
Additional tradesmen (roofer, insulation, drywall) can now begin their portion of the work, keep to their timelines, and employ their workers.



Now he can surprise his wife on her birthday!



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**Risk: 0%**

## Within Two Days:

- ✓ Bill gets **\$1000** loan, keeps job, gets paycheck, gets 3-4 more years of use from his truck
- ✓ Construction company avoids **\$450** penalty per day & finished job
- ✓ Tradesmen continue working; project stays on schedule
- ✓ Repair shop nets **\$400**
- ✓ Parts shop nets **\$150**
- ✓ Mechanic gets **\$200** more than expected, gets a full week's worth of work and gets to celebrate with his family



**Risk: 100%**

## Meanwhile...

The Installment Lender assumes **100% of the risk** for the money used to create this income for others.

Their income is spread out **over two years** and remains at risk until all of the installments are paid.

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None of this happened until First Heritage provided the loan to Bill on terms that he could afford.



***INSTALLMENT LENDERS...  
PROVIDING RESPONSIBLE  
LENDING SERVICES TO  
DESERVING AMERICANS  
FOR ALMOST A CENTURY***

