

ondeck

MERCHANT REFERRAL
PROGRAM

Training & Handbook



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Get started with your dedicated Account Manager

TABLE OF CONTENTS

I. OnDeck Merchant Referral Program

- 1 Account Manager Support & Resources
- 2 Merchant Referral Program Rules
- 3 Lead Ownership Rules

II. OnDeck Loan Process

- 4 About OnDeck Loans
- 5 Pre-Screening Merchants
- 6 Restricted Industries
- 7 Submitting Applications
- 8 Submitting Renewal Applications
- 9 Funding Your Customers
- 10 Renewals

III. Communication

- 11 Communication & Sales Points

We look forward to connecting your customers to business financing, and want to make sure you have a positive and successful experience with us. The Merchant Referral Program Handbook will help you get started on the right foot – it includes info on our loan process, tips on submitting leads, sample communications to your customers, and more.

Questions? Reach out to your dedicated Account Manager.

ACCOUNT MANAGER SUPPORT & RESOURCES

All Active Partners Receive a Dedicated Account Manager – Not Just a Phone Number

As part of the OnDeck Merchant Referral Program, we want to ensure you have the support you need to successfully fund customers. Your dedicated Account Manager can help answer any questions you may have.

WHO IS YOUR ACCOUNT MANAGER

Your Account Manager's contact information is in the Partner Portal. To log in, visit [the partner portal](#).

ACCOUNT MANAGER BENEFITS

Your Account Manager wants to see you succeed. He/she will help with:



TRAINING:

- Personal, tailored guidance on generating the best possible leads
- Finding customers that make sense for OnDeck
- Selling the OnDeck product effectively and successfully



SUPPORT:

- How to compete with other Referral Partners/Lenders
- Timely updates on new OnDeck products and services
- Submitting and monitoring your deal flow through your Partner Portal

DEDICATED RESOURCES:



PARTNER PORTALS

Submit Referrals
Track Deal Status

[Partner Portal](#)



ONLINE RESOURCE

Educational Materials
Code of Conduct

[Partner Resources](#)



MONTHLY NEWSLETTERS

Industry Articles
Educational Content



SUCCESS TIP

Make use of your Account Manager for any questions you may have throughout the OnDeck loan process. Setting monthly goals with him/her and taking the time to understand our loan process and underwriting criteria is important to ensuring your success.

MERCHANT REFERRAL PROGRAM RULES

10 Basic Guidelines To Keep You On Track

As an OnDeck Partner, you are an extension of the OnDeck brand. It is important to us that you are providing your customers with the right information about our products and services – and thus, bringing in the most promising applicants and maximizing your earning potential. To help you rank among our top echelon of partners, keep these Dos and Don'ts at an arm's reach. They are designed to streamline your application submissions and keep you on track for success.

BEST PRACTICES



DO provide your merchants with superior customer service.

Customer service is a top priority at OnDeck, and we expect you to live up to our standards



DO work closely with your Account Manager.

Your Account Manager will help you improve your business and experience with OnDeck.



DO continue funding your top customers with OnDeck.

The healthier your customers, the better their – and your – experience with OnDeck will be.



DO submit your referrals with correct numbers and email.

This will increase your efficiency and create a better experience for your customer.



DO give us the first look on your applications.

Your customers will receive the best service from OnDeck.

PROHIBITED PRACTICES



DON'T represent yourself or your business as OnDeck.

Clarify with your customers that you are working with OnDeck as a trusted partner.



DON'T submit the same deal to multiple lenders.

We give you exclusive ownership over your applications and expect the same in return.



DON'T submit a customer you're unsure of.

It's a better use of each of our resources to only submit customers you plan to fund with OnDeck.



DON'T knowingly stack an OnDeck loan.

Customers taking on additional financing are disqualified from an OnDeck renewal.



DON'T participate in actions that may cause a loan to default.

Such actions include forging documents and stacking.



SUCCESS TIP

To maintain a healthy status within the Merchant Referral Program, it's important to adhere to these guidelines. If you have any questions, please contact your Account Manager.

LEAD OWNERSHIP RULES

How Customer Exclusivity Works

Occasionally, multiple Partners may come into contact with the same business owner. We have implemented lead ownership rules to help you maximize your earning potential.



NEW APPLICATIONS:

You have **5 BUSINESS DAYS** to submit any missing/ incomplete information or documentation needed to continue underwriting. After five days, another Partner may submit an application for the same business.



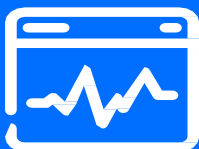
APPROVALS:

Approvals are valid for **30 CALENDAR DAYS**. After this amount of time, another Partner may resubmit the same business.



ACTIVE MERCHANT REFERRAL STATUS:

To be considered an active OnDeck Partner, you must submit and fund new business within **ONE CALENDAR YEAR** of your last paid-off loan. Keep in mind that only active Partners are assigned a dedicated account manager.



SUCCESS TIP

Follow these guidelines to maintain ownership over all of your leads and customers. If you have concerns about missing any of them, discuss with your Account Manager.

ABOUT ONDECK FINANCING

Product Overview

OnDeck offers Term Loans and Lines of Credit.

	TERMLOAN		LOC
	USA	CANADA	USA
Use Case	Grow and invest in your business		Manage business expenses
Amount	Up to \$500,000	Up to \$250,000	Up to \$20,000
Term	3 - 36 months	6 - 24 months	Revolving
Rates	Starting at 5.99% AIR ¹		Starting at 13.99% APR ²
Payment	Automated Daily (M-F), or Weekly		Automated Weekly
Cost³	\$1.06 - \$1.42	Varies	Varies

¹ AIR (Annual Interest Rate): the interest rate in annualized terms, excluding fees

² APR (Annual Percentage Rate): the interest rate in annualized terms, including fees

³ Premium and select rates available for certain accounts.

SALES POINTS:

- Simple application process and quick credit decision
- Transparent rates and pricing
- World class customer service and dedicated OnDeck funding specialist available
Mon – Fri 8 am – 9 pm ET
Sat 9 am – 5 pm ET

ONDECK ADVANTAGE:

- OnDeck mobile app to manage your account on the go for iPhone and Android
- Customers may have access to loyalty benefits such as lower rates, longer terms, and reduced fees
- Credit education with special access to mentoring and educational tools from [SCORE](#)

COMMON USES OF ONDECK FINANCING



Purchasing inventory



Marketing and advertising



Buying, replacing, or leasing equipment



Managing business expenses



Hiring additional employees



Facility expansion, remodeling



SUCCESS TIP

Reiterate to your customers that OnDeck loans are faster than a bank and better than a merchant cash advance. If they are hesitant about our pricing, here are helpful talking points:

- OnDeck loans help build business credit
- Interest expenses are fully tax-deductible
- Total loan payback may be cheaper than banks and MCAs

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Merchant Referral Program Handbook

PRE-SCREENING MERCHANTS

Are Your Customers Eligible For An OnDeck Loan?

Pre-screening your customers is important to increasing the probability of an OnDeck approval.

MINIMUM REQUIREMENTS:

- 1+ year in business
- \$100,000+ annual revenue
- \$1,000+ average bank balance
- 600+ FICO of business owner

TYPICAL CUSTOMER PROFILE:

- 10 years in business
- \$1 million in annual revenue
- \$15,000 average bank balance
- 680 FICO of business owner

OUR TOP 5 INDUSTRIES:



RESTAURANTS,
BARS & EATERIES



AUTO
REPAIR AND
MAINTENANCE



SALONS &
PERSONAL CARE
SERVICES



DOCTORS,
DENTISTS
& HEALTHCARE



HOME REPAIR,
CONTRACTING &
LANDSCAPING

*See next page for restricted industries that we cannot work with

CUES THAT A MERCHANT NEEDS FUNDING...

TO GROW:

1. "My business is growing fast and I need more... inventory, equipment, employees, new location etc"
2. "I'm entering my high season and I need to... stock up on inventory/hire staff"
3. "I am planning a large marketing campaign"
4. "I need to buy/replace equipment"

TO MANAGE CASH FLOW:

1. "I'm still waiting for my customer to pay my invoice so cash flow is tight"
2. "I'm in my low season and cash flow is tight..."
3. "My equipment unexpectedly broke down and I need to buy/replace equipment"
4. "I have a chance to buy/need to stock up on inventory"



SUCCESS TIP

Your chances of successfully funding a loan will increase if your customers exceed our minimum requirements and are more closely in line with our average customer profile.

RESTRICTED INDUSTRIES

OnDeck's Summary List of Most Common Restricted Industries:

VICES

- Adult Entertainment/Materials
- Lotteries/Raffles/Gaming/Gambling
- Drug Paraphernalia & Dispensaries
- Horoscope / Fortune Telling
- Firearm Sales

MISCELLANEOUS

- Religious Organization
- Government & Non-Profits
- Rooming & Boarding Houses
- Money Services Business (MSB)

For a complete list please visit our [website](#)



SUCCESS TIP

Our restricted industries change often. For a complete and updated list of our restricted industries — or if you are unsure about the industry of one of your customers — talk to your Account Manager or visit the Partner Portal.

SUBMITTING REFERRALS

For New Customers

After pre-screening your merchants and determining their industry eligibility, it's time to submit your referral.

REFERRAL NEEDS:

1. [Business and home phone numbers](#). Keep in mind incorrect numbers may result in auto-declines
2. Valid email address

Merchant Referral Form

Submit your merchant's business information below and we'll take care of the rest.

Minimum Criteria: At least 1 year in business, \$100,000+ in annual revenue, 500+ FICO of business owner

Owner First Name *	Owner Last Name *
<input type="text"/>	<input type="text"/>
Owner Email *	Owner Phone Number *
<input type="text" value="@"/>	<input type="text" value="() _- _"/>
	<input type="checkbox"/> Best Contact Number
Company Name *	Company Phone Number *
<input type="text"/>	<input type="text" value="() _- _"/>
	<input type="checkbox"/> Best Contact Number
Years in Business	Annual Revenue ?
<input type="text"/>	<input type="text" value="\$"/>
Additional notes about the lead	
<input type="text"/>	

* This is a representative view of the referral form.
Log into [PARTNER PORTAL](#) to see the complete form.



SUCCESS TIP

To receive the fastest possible approvals and thus earn commissions sooner, double check your application for correctness and completion before you submit.

COMMUNICATION & SALES POINTS

Articulate & Differentiate OnDeck

Communicating effectively to your customers is an essential part of your success as an OnDeck Partner. Here are some helpful talking points to keep you on the right track:

PRODUCT:



- “OnDeck offers term loans and lines of credit to small businesses nationwide.”
- “OnDeck offers true business financing that may help you build business credit and larger trade lines.”
- “OnDeck is faster and requires less paperwork than a bank, and is cheaper than a merchant cash advance.”

TERMS:



- “If you are approved for an OnDeck loan, the terms will be anywhere from 6 – 36 months.”

PAYMENT:



- “OnDeck offers transparent pricing with fixed rates and fixed daily payments.”
- “OnDeck offers fixed repayment (daily or weekly) via ACH from your business bank account (Mon-Fri).”
- “This allows you to manage your business’ cash flow without large deductions each month.”

APPLICATION:



- “The OnDeck application only takes a few minutes, and approvals can be turned around in as little as one day.”

SUPPORT:



- “OnDeck has customer service agents and loan specialists available six days a week in case you have questions or if I’m unavailable. They can be reached at (888) 269-4246.”



SUCCESS TIP

Stay in touch with your customers, even when you don’t need anything from them. Maintaining a constant line of communication will build trust and increase your conversions.



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