



Crelogix & Strength Finance Partnership Equals Success

Strength Finance unites with businesses all over Canada to collaborate and reach new levels of success. The relationship between Crelogix and Strength Finance is one that helps small and medium businesses with financing solutions. The repeated collaboration between the two has led to more sales and increased revenues for both parties involved.

Since 1997, Strength Finance has delivered the finance sales solution that businesses need. The organization is rapidly expanding to meet the needs of Canadian businesses from coast to coast. Bridging the gap between financing and sales, Strength Finance is proficient in providing businesses with the resources they desire, including education and sales training.

FORMING THE PARTNERSHIP

Strength Finance continually helps build Crelogix' customer base by creating contacts and helping existing merchants use consumer financing.

The partnership with Crelogix makes it possible for Strength Finance to provide their customers financing solutions like no other. Unique point of sale financing programs for niche

markets are offered with Crelogix, making it possible for Strength Finance to connect and work with businesses in the following industries:

- Home Improvements
- Education
- Healthcare
- Power sports
- Marine

PROGRESSION IN THE INDUSTRY

Strength Finance delivers a personal touch, offering sales finance training to their partners. Providing the education needed to sell financing confidently helps the business present a finance solution that will meet the customer's needs.

James Plewak, CEO of Strength Finance, expressed how beneficial working with Crelogix is to his organization. As their first

choice in consumer financing providers, Strength Finance chooses Crelogix for new dealers, resulting in more applications and approvals.

The full serve support staff on the Crelogix team helps contribute to a smooth loan process. Assisting merchants and dealers five days a week, the progressive level of customer service available is a key factor in the successful partnership that Crelogix and Strength Finance have. The businesses work together to bring one another to new levels of success.



STRENGTH FINANCE



"The partnership allows both of our businesses to grow. Not just by signing on new dealers, but helping those dealers submit applications and helping existing merchants submit more."

- JAMES PLEWAK, CEO
STRENGTH FINANCE

"Strength Finance is an important collaborative partner for Crelogix. The level of service that James and his team have brought to us has been outstanding and contributes to our overall mutual success."

- ROB STRATHEARN, VICE PRESIDENT &
GENERAL MANAGER ANCILLARY PRODUCTS &
FINANCIAL INTERMEDIARIES
CRELOGIX