



Marketing Checklist

The Synchrony HOME™ Credit Card program offers so many great benefits for you and your customers.

Increased purchasing power

EVERYDAY BENEFITS,
EVERYWHERE THE CARD
IS ACCEPTED

2%
CASH BACK
on purchases under \$299
paid as a statement credit.¹

6
MONTHS
Promotional Financing
on purchases of \$299 or more.²

PLUS, YOU CAN OFFER

12-60
MONTHS
Promotional Financing.²

One card for everything in the home

- Accepted at thousands of retailers from furniture, decor, appliances and more

Check out synchronyhomepartner.com for marketing best practices and creative assets

- Examples of how to add Synchrony HOME to your website, social media and advertising
- Downloadable creative assets ready to use
- Synchrony HOME logo and card art
- Special offer details and specs

Leverage AD Wizard's Synchrony HOME options

Use AD Wizard to easily create custom ads and POP with your card art, logo and cardholder value proposition. Include the Synchrony HOME logo so your customers know you accept the Synchrony HOME card.

- Synchrony HOME point-of-purchase signage that you can customize with your logo
- Your card art and Synchrony HOME logo
- Advertising copy that includes your acceptance of Synchrony HOME cards

^{1,2}See reverse for details





Follow our marketing tips below to let your customers know how becoming a cardholder can help them realize their dream home, today!

Display point-of-purchase signage
Order free Synchrony HOME POP from our Synchrony HOME collection. This signage helps you promote your financing offers and the cardholder benefits, and lets customers know you accept all Synchrony HOME Credit Cards.

A POP order form showing available signage options can be found at synchronyhomepartner.com. You can order signage at Business Center at bc.syf.com or through Merchant Services at 1-800-333-1082.

Include Synchrony HOME in your advertising

Include the Synchrony HOME name and logo, your card art and the cardholder benefits in your advertising. Downloadable graphics are ready to use at synchronyhomepartner.com.

Market your special offers on the Synchrony HOME website

Advertise your special offers to cardholders in your area on the Synchrony HOME website! Get started by sending your special offer creative to your relationship manager.

Promote Synchrony HOME on your website

Refresh your website with the Synchrony HOME logo and program benefits. Customers will immediately know they can use their Synchrony HOME Credit Card at your store. Website templates and graphics are available at synchronyhomepartner.com.

Post on social media

Advertise that you accept the Synchrony HOME Credit Card and engage with your customers on social media with free downloads from synchronyhomepartner.com.

Make sure your information is up to date on the online Business Locator

Get your name in front of millions of Synchrony HOME cardholders at mysynchrony.com/home and help drive new shoppers to your store! To learn how to add or update your store's information, go to learn.synchronybusiness.com/business-locator.

Stay in touch with your cardholders

Use My Customer List, located in Business Center, to share your marketing offers with your best customers. This is a list of cardholders that you originated and includes their name, address, available credit and more. Encourage your customers to visit your store to use their card again.

¹Net card purchases (purchases minus returns and adjustments) less than \$299 made with the Synchrony HOME Credit Card will earn 2% cash back rewards paid as a statement credit. Statement credits will be issued within 1-2 billing cycles after qualifying purchase is made. Fees and interest charges do not qualify for rewards. Account must remain open, in good standing, and not become delinquent. Subject to credit approval. We reserve the right to discontinue or alter the terms of this offer at any time.

²Subject to credit approval. Minimum monthly payments required. Promotional financing offers available at the time of purchase may vary by location. See store for details.