



# 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.<sup>1</sup>

**6**

**MONTHS**

Promotional Financing  
on purchases of \$299 or more.<sup>2</sup>

**PLUS, YOU CAN OFFER**

**12-60**  
**MONTHS**

Promotional Financing.<sup>2</sup>

## The card for the home

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

**Check out [synchronyhomepartner.com](https://synchronyhomepartner.com) for marketing best practices, creative assets, and more**

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

## Leverage Advertising Wizard's Synchrony HOME options

Use Advertising Wizard to easily create custom ads and POP with your card art, logo and cardholder value proposition. Include the Synchrony HOME mark 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 mark that you can use on your marketing materials and website
- Advertising copy that includes your acceptance of all Synchrony HOME cards

<sup>1,2</sup>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](https://synchronyhomepartner.com). You can order signage at Business Center at [bc.syf.com](https://bc.syf.com) or through Merchant Services at 1-800-333-1082.

**Include Synchrony HOME in your advertising**  
Include the Synchrony HOME mark, your card art, and the cardholder benefits in your advertising. Downloadable graphics are ready to use at [synchronyhomepartner.com](https://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 to your Synchrony relationship manager.

**Promote Synchrony HOME on your website**  
Refresh your website with the Synchrony HOME mark, your card art, 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](https://synchronyhomepartner.com).

**Post on social media**  
Advertise that you accept all Synchrony HOME cards and engage with your customers on social media with free downloads from [synchronyhomepartner.com](https://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](https://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](https://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 these cardholder customers to visit your store to use their card again.

<sup>1</sup>Net 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.

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