



Marketing Checklist

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



¹ 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.

² 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.

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

WHAT'S NEW FOR YOUR CARDHOLDERS:

One card for everything in the home

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

Increased purchasing power

- 2% cash back paid as a statement credit on all purchases under \$299 (funded by Synchrony)¹
- 6 Months Promotional Financing on all purchases of \$299 or more² at any retailer that accepts the card
- 12 to 60 Months Promotional Financing on qualifying purchases at thousands of participating retailer locations²

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

- Examples of how to add the new features to your website and advertising
- Downloadable creative assets to use
- Synchrony HOME logo and card art
- Special offer details and specs

Your AD Wizard has been enhanced with Synchrony HOME content.

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

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



DISPLAY POINT-OF-PURCHASE MATERIALS

Order free Synchrony HOME POP from our Synchrony HOME collection using the order form included in this folder. This signage helps you promote your financing offers and the new cardholder benefits. You can order signage on Business Center at bc.syf.com or through Merchant Services at 1-800-333-1082.

Make sure to also display the updated door decal and register card included in this kit to help customers know you accept all Synchrony HOME Credit Cards.



UPDATE YOUR WEBSITE

Update your website with the new Synchrony HOME logo and program benefits. Customers will immediately know they can use their Synchrony HOME Credit Card at your store.



REFRESH YOUR ADVERTISING TO INCLUDE SYNCHRONY HOME

Include the Synchrony HOME name and logo, your new card art, and the new cardholder benefits in all of your advertising.



ADD YOUR STORE DETAILS TO 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.



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.



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.