

Introducing QR Codes

Technology to Drive More Online Applications With No Impact to Applicant's Credit

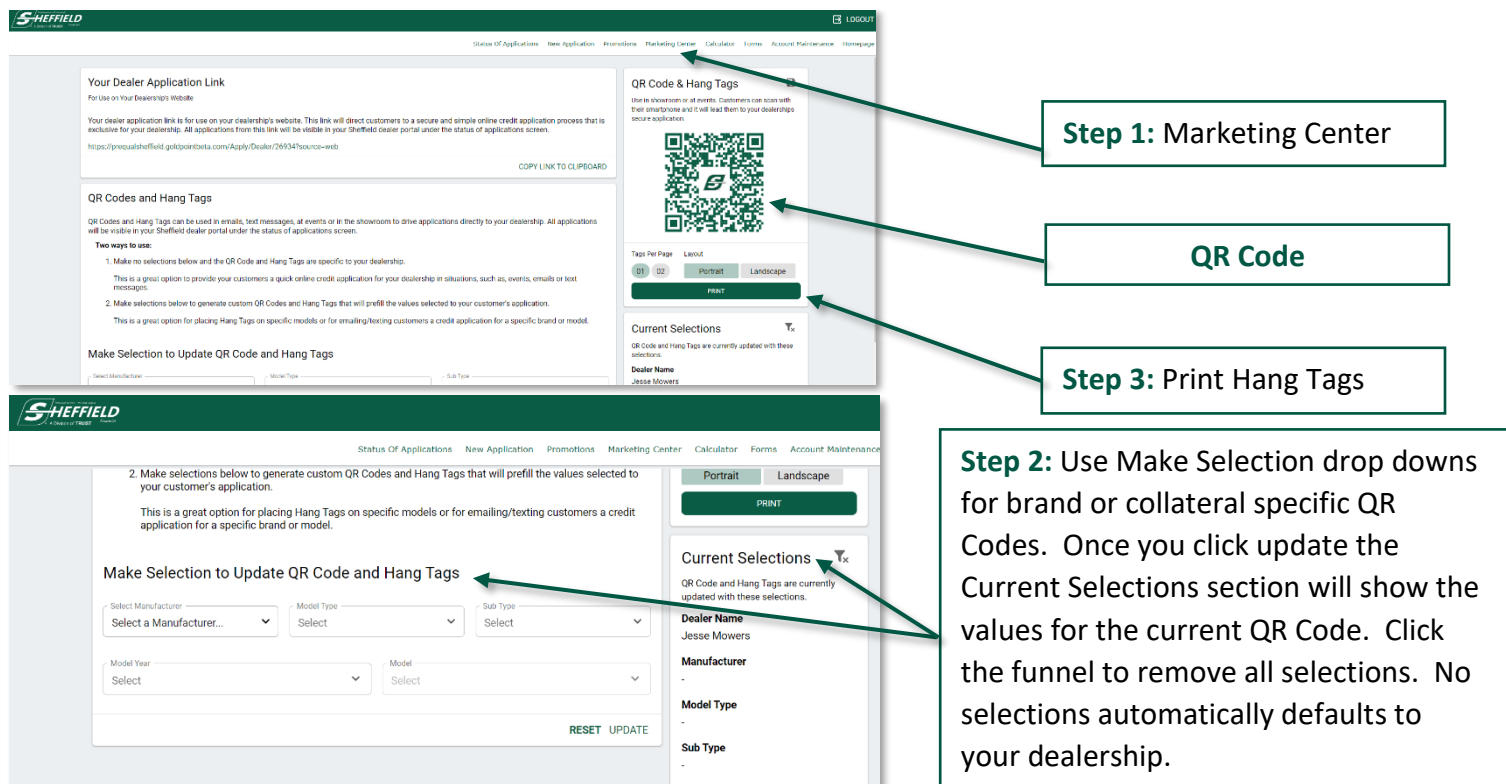
Sheffield Financial has developed QR Code technology for your dealership and specific collateral. QR Codes can be used on product hang tags, posters, stands ups, and other marketing material within your dealership. The QR codes will save your customers time by prefilling collateral information in the prequalification process. The QR code is specific to your dealership and the online prequalification process has no impact to the applicant's credit.

How to Use the QR Codes and Print Hang Tags:

Step 1: Click on the **Marketing Center** in the dealer portal. Upon arriving at the marketing center, the QR Code is defaulted to your dealership. You will see this under Current Selections.

Step 2: In the **Make Selection to Update QR Codes and Hang Tags**, you can select collateral from the drop downs to make the QR Code specific to a brand and/or collateral. Click **Update** after making selections.

Step 3: The collateral specific QR Code will generate on the screen. Click **Print** for Hang Tags, which can be used on specific models and equipment. When a customer scans a collateral specific QR Codes, the collateral will prefill on the application during the prequalification process.



The image shows two screenshots of the Sheffield Financial Marketing Center interface. The top screenshot shows the 'Marketing Center' page with a QR code and 'Current Selections' section. The bottom screenshot shows the 'Make Selection to Update QR Code and Hang Tags' page with various dropdown menus and a 'PRINT' button. Callout boxes with arrows point to specific elements:

- Step 1: Marketing Center** points to the 'Marketing Center' link in the top navigation bar.
- QR Code** points to the QR code on the 'QR Code & Hang Tags' section.
- Step 3: Print Hang Tags** points to the 'PRINT' button on the 'QR Code & Hang Tags' section.
- Step 2: Use Make Selection drop downs for brand or collateral specific QR Codes. Once you click update the Current Selections section will show the values for the current QR Code. Click the funnel to remove all selections. No selections automatically defaults to your dealership.** points to the 'Make Selection to Update QR Code and Hang Tags' section.