



RESIDUAL REFERRAL PROGRAM

HOW TO USE YOUR CUSTOM URL

Generate More Deals by Sending Your Clients Directly to Our Online Application



You now have access to a dedicated URL you can provide to your clients when they're ready to apply. The URL is unique to you, and it ensures you receive credit for all submissions.

Here are some instructions and best practices when using your custom URL:

1. How to Place Your Custom URL as a Link

Here is an example of what your URL will look like:

<https://arffinancial.force.com/portal/ARFRegistration?RPId=0033300001rlp3ZAAZ>

Posting the full URL on your website or in emails tends to look unsightly and often winds up taking up more than one line. Instead, wrap the URL in an `` tag and use the words "Apply Now" or "Click Here to Apply".

2. Where to Place Your Custom URL

There are several places you can use your custom URL to attract more submissions. Here are just a few: **emails, email signatures, website, social media, and blog posts.**

When posting your URL, it's a good idea to include some qualifying text.

Here are a few suggestions:

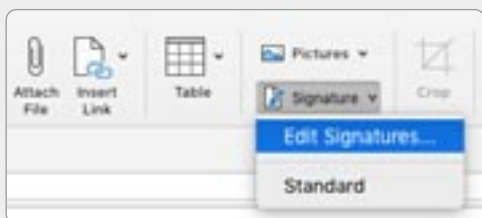
- [Click here](#) to apply for an unsecured loan or line of credit up to \$500,000. Must be open and operating for at least 30 days with monthly sales of \$17,000+. *(Please note, this link will not work properly if you click away before completing the application. Powered by ARF Financial)*
- If you're a business owner and need fast access to unsecured working capital, [Click here](#) to apply. Must be open and operating for at least 30 days with monthly sales of \$17,000 or more. *(5 Easy Steps - Powered by ARF Financial)*
- Get fast access to unsecured working capital with up to 6 months of interest-only payments. [Click here to apply](#). Must be open and operating for at least 30 days with monthly sales of \$17,000 or more. *(Takes 10 minutes - Powered by ARF Financial)*

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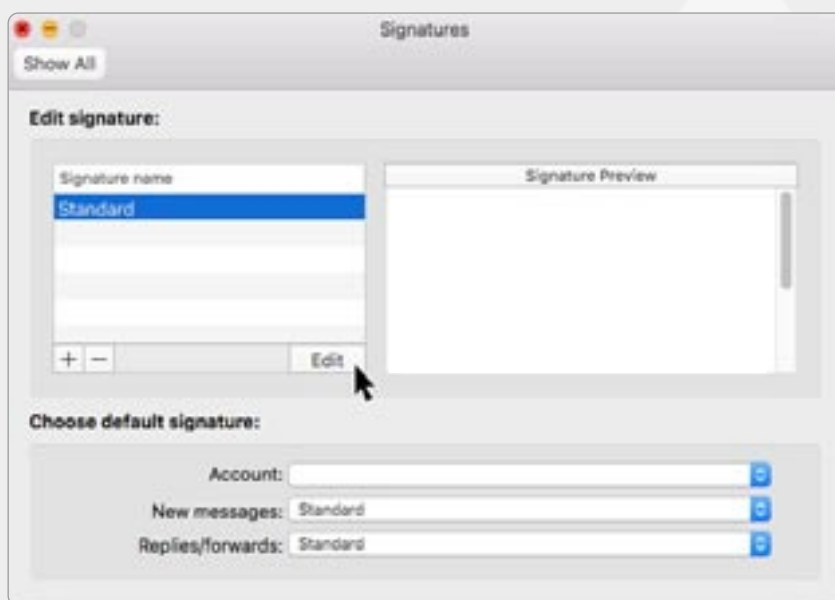
3. Adding Your URL to Your Email Signature

If you are using Outlook, follow these steps to add your custom URL to your email signature:

- From your Outlook toolbar, click on “New Email”.
- From the tool bar in your new email, click on the “Signature” dropdown and select “Edit Signatures” (see screenshot)



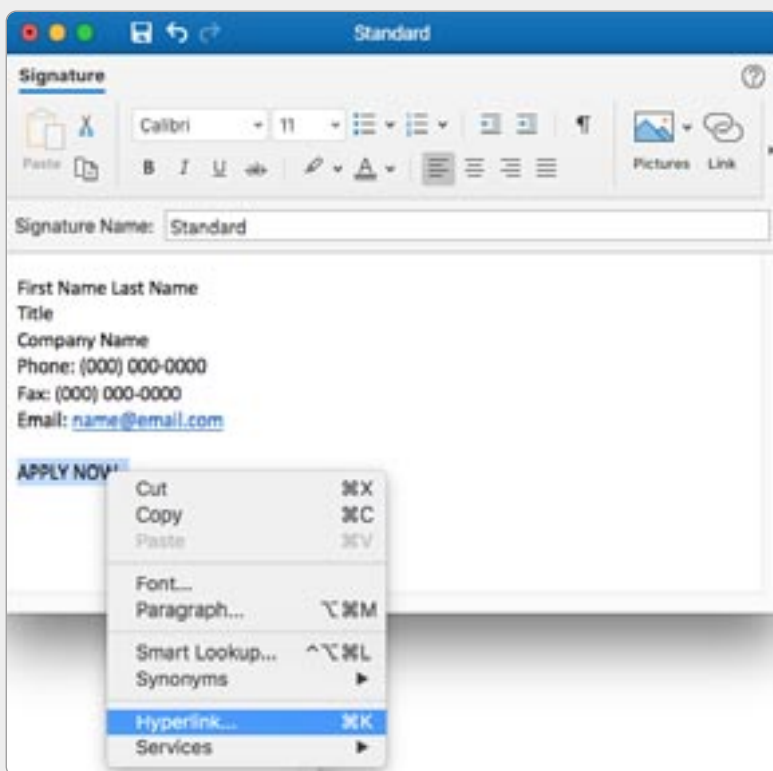
- The popup screen below will appear, then select the signature you want from the left menu and click on the “Edit” button.





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- A new pop-up will then appear with your email signature. Put your cursor where you'd like to add your custom URL and type the text you'd like to use. Example: "Click Here to Apply" or "Apply Now". Then highlight the text you just entered and right click. A dropdown will appear, then select "Hyperlink". (see screenshot)



- A new pop-up will appear. In the field next to "Address:" copy and paste your custom URL. Then click "OK" at the bottom. The text will then turn blue and be underlined.
- Next click on the save icon at the top of the email, next to the green dot and close the email window. That's it, you're done. (see screenshot)





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4. More Examples of Posting Your Custom URL

Below are some additional examples of the copy to use when posting your URL:

- Get approved for an unsecured business loan or line of credit up to \$500,000! [Click here to apply](#). Fundings in less than a week. *(Please note, this link will not work properly if you click away before completing the application. Powered by ARF Financial)*
- [Apply now](#) for an unsecured business loan with up to 6 months of interest-only payments! There's minimal paperwork and you'll receive the funds within a week. *(Please note, this link will not work properly if you click away before completing the application. Powered by ARF Financial)*
- Business Lines of Credit up to \$500,000 with no collateral required and fixed terms up to 24 months. [Click here to apply](#). Fundings in less than a week. *(5 Easy Steps - Powered by ARF Financial)*
- Bridge the gap until your PPP funds are available with an unsecured line of credit and pay only the interest for up to 6 months. [Click here to apply](#). Fundings in days. *(Powered by ARF Financial)*

5. Tracking and Application Status Reporting

As your clients begin using your link and completing the application, you will receive daily email updates listing each applicant and the status of their application. (see screenshot)

ARF FINANCIAL
Businesses Bank on Us.™
REFERRAL PARTNER PIPELINE
Activity For 30 Days Ending Dec 17, 2020

Prepared For		Your ARF Contact	
Jane Jones	Jones Capital Group jjones@jonescapital.com	Celeste Deal-Maunoir (832) 561-1424 cdeal@arffinancial.com	

APPLICATIONS										
UNCAID	LoanID	Created	Last Update	Business	Applicant	Loan Type	Request Amt	Status	Reason	
8076	81962	11/17/2020	11/24/2020	ABC Restaurant LLC City, State	John Smith jsmith@email.com	New Loan	\$125,000	Funded by Bank	Approval Amount = \$136,500 Loan Amount = \$125,000	