

Success Story: Big City Windows & Doors




Vladimir Solovyov, Owner & Alissia Nicastro, Sales Manager

History

Big City Windows and Doors™ have grown from a small team of three more than a decade ago to become one of Ottawa's leading providers of Windows & Doors.

Their locally crafted products of superior quality give customers confidence in their choice of replacement windows and doors. Customers can rely on the durability and reliability of their windows and doors, knowing that they are making a long-term investment in their homes.

Quick Facts

-  Serves customers across Eastern Ontario and Montreal
-  Services include windows, entry doors, patio doors, garage doors and porch enclosures
-  Financeit partner since 2019



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The Challenge

The team experimented with other financing providers but found them too clunky and unreliable. This lack of confidence in a financing solution meant the sales team steered away from pitching financing options which alienated a set of budget conscious customers and others seeking alternative payment options.

How Financeit Helped

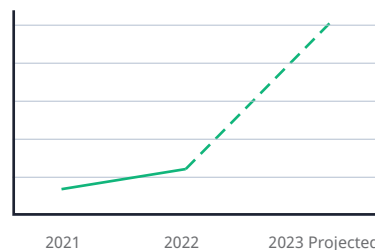
Through Financeit’s training and support, the sales team have been able to actively pitch financing in every sales conversation resulting in an increased closing ratio which has led to a 286% uplift in financing volume in 2023 year to date, compared to 2022.

“Our sales team really likes Financeit. They pitch it first everytime. Having a reliable solution gives the team confidence to sell financing.”

– Alissia Nicastro, Sales Manager

The Financeit platform has proven to be a valuable asset for Big City Windows & Doors, offering reliability and a super easy user experience. By leveraging the Financeit app and sharing application links with customers, the team has successfully closed more deals, leading to a faster approval process and an impressive 113% surge in loan applications in 2023 thus far.

Financing Volume 2021 – 2023

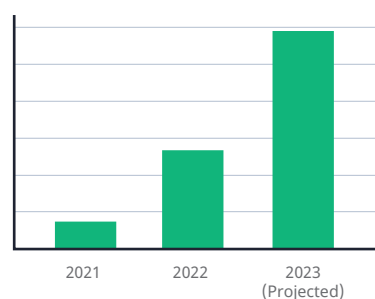


“The platform is so easy to use. Being able to send the application straight to the customer is a big deal and puts them at ease knowing they can do it themselves.”

– Vladimir Solovyov, Owner

One of the biggest values of financing to the team has been the ability to upsell additional and premium lines of products. By offering promotions such as 0% interest payment plans for a period of time, they are closing customers for bigger projects which has driven a 44% increase in average ticket size when using promotions compared to the standard program.

Loan applications 2021 - 2023



“Financeit gives us the ability to upsell. If a client wants five windows that cost \$12,000 but are approved for \$40,000 we can offer them more high quality products that they may not have thought was affordable without financing.”

– Alissia Nicastro, Sales Manager

Big City Windows & Doors Success by the Numbers*

286%

increase in financing volume in 2023 year to date vs 2022

113%

increase in loan applications in 2023 year to date vs 2022

44%

increase in average ticket size using promotions vs not using promotions

“Financeit is great! They are easy to work with and very responsive when we need something done. Our sales team love it.”

– Vladimir Solovyov & Alissia Nicastro

*Source: Big City Windows & Doors sales closed from financing