

Process to apply for your Wells Fargo Retail Services at-home application link

There are several guidelines when advertising financing and linking to our at-home application. To ensure you meet all the requirements, you must follow the steps below before we will provide you with the at-home application link.

Step 1

Option A:

Select a pre-created financing page

Easiest 

Download one of the financing pages created for your website. It is important that you also review the website checklist on page 2.

[Download](#)

Option B:

Download pre-created web ads and financing page

Choose from over 150 ads to create your financing web page where you will place the at-home application link. To download these banners, sign on to the Online Resource Center at wellsfargo.com/retailservices and click on the Marketing tab to access the Downloadable Web Banners page. It is important that you also review the website checklist and examples on page 2.

Step 2

Email the following to RSFAtHomeInternetApplication@wellsfargo.com

- Your page test link or screenshot(s) of the web page(s) that mention financing
- The completed at-home link application form found on page 3 of this document

Step 3

Wells Fargo Retail Services will review your web pages within 10 business days. When your web pages are approved, we will email your at-home application link. If your web pages are not approved, you may resubmit them for a second review after you incorporate the required changes.

continued »



For merchant use only.

© 2014 Wells Fargo Retail Services. All rights reserved. Wells Fargo Retail Services is a division of Wells Fargo Financial National Bank. ECG-1206315 0814

Where to advertise financing

The examples below show references to financing in the website navigation, the website footer, and in ads.



Download these ads and more like them for your website on the Downloadable Web Banners page within the Marketing tab of the Online Resource Center.

Example home page

The screenshot shows the XYZ Company website home page. At the top right, there is a search bar for the nearest XYZ Company. The navigation menu includes Home, Products, Services, Resources, Financing Options (highlighted), and Contact Us. The main content area features a large orange banner with the text "SPECIAL FINANCING AVAILABLE*" and a "Click here to see important financing terms and conditions" link. Below the banner is a testimonial from Jane A. Customer. The footer contains three columns: "XYZ COMPANY" with links to About us, Company history, and Career opportunities; "SERVICES & RESOURCES" with a link to Request an estimate and Financing options; and "NEED HELP?" with contact information: 1-888-000-0000 and contactus@xyzcompany.com.

Example financing page with the at-home application link

The screenshot shows the XYZ Company website financing page. The navigation menu is the same as the home page, with "Financing Options" highlighted. The main content area features a "Buy today, pay over time with the Home Projects® Visa® credit card" advertisement. The ad includes an image of the credit card, a list of benefits (Revolving line of credit, Special financing, Convenient monthly payments, Easy-to-use online account management), and an "APPLY NOW" button. The footer is identical to the home page.

Please keep in mind that Wells Fargo Retail Services cannot provide legal advice to merchants. The disclosures were drafted to satisfy the requirements applicable to Wells Fargo Financial National Bank. Please consult your own attorney(s) for advice regarding your applicable advertising requirements.

Website checklist

- ❑ The Advertising Guide contains the language and requirements that **must** be included in any consumer advertising for financing promotions connected to your credit card program. These guides can be found on the Advertising Resources page of the Online Resource Center (ORC).
- ❑ **All references to special financing** — whether generic (e.g. *buy now, pay over time, special financing available for XX months*) or promotion specific (e.g. *0% APR, no interest if paid in full, special rate promotions*) — require a disclosure.
- ❑ You may not use the Wells Fargo logo anywhere on your website, not even on your financing page to link to the application.
- ❑ All online Required Disclosures must be a minimum 10 point font.

Reminder — Phrases or words to avoid

- ⊗ “Savings” — cannot use when referring to the credit card program or financing, or in close proximity to financing.
- ⊗ “Instant Credit Approval” — cannot use because not all credit applications are approved. You may say “Quick Credit Decisions” or other similar wording.
- ⊗ “Free” — cannot use when referring to the credit card program or financing.
- ⊗ “Same as Cash” — cannot use, as we do not offer a promotion that can be described with this phrase.
- ⊗ “No Credit Check” — cannot use because we do obtain a credit report on credit applications.
- ⊗ “Fixed” — cannot use when referring to an APR.
- ⊗ “Partner” or “Partnership” — cannot use when referring to your relationship with Wells Fargo Financial National Bank as we are not partners in the legal sense.
- ⊗ “No Payments” — cannot use as all Wells Fargo Financial National Bank credit term plans require monthly payments.

Questions?

Please contact your relationship representative.

Thank you for your business. We look forward to supporting you in your sales and marketing efforts.



Wells Fargo Retail Services At-Home Application

Please fill out this form completely and send along with the website screen shots to obtain a Wells Fargo Retail Services at-home link for your website.

Requested By	Date of Request

Merchant information for Website

Merchant Name

Merchant Number

Merchant Website Address

Contact Information for this Website request (Person whom the link will be sent to)

Name

Phone Number

Email Address

Other Information



Email completed forms to:
RSFAtHomeInternetApplication@wellsfargo.com