2026 CONTRACTOR RESOURCE

The Contractor's Guide to Home Improvement Financing

Every major dealer financing program in one place — enrollment requirements, dealer fees, credit floors, and direct application links. Built so you can stop losing jobs to "we can't afford it right now."

30+
LENDERS REVIEWED

550
LOWEST PUBLISHED FICO

$0
ENROLLMENT AT MOST PROGRAMS

Researched and verified August 2026

Prepared for home improvement contractors

START HERE

How to use this guide

Roughly every home improvement contractor eventually hits the same wall: the homeowner loves the proposal and can't write the check. Consumer financing is how that job gets closed instead of lost — but the market is fragmented, the fee structures are deliberately opaque, and two of the biggest names in the space stopped originating loans in the last 24 months.

This guide maps the entire landscape as of **August 2026**. Every lender profile lists what it actually takes to get enrolled, what the program costs you, how deep into the credit spectrum it goes, and the exact URL to apply. Sections 7–9 cover the parts most contractors learn the expensive way: how dealer fee math really works, what you're legally allowed to charge a financing customer, and the clauses in a dealer agreement that can claw money back months after you've been paid.

Two things changed recently that will cost you money if you don't know them

Mosaic is gone. It filed Chapter 11 in June 2025, was bought by a Forbright Bank subsidiary, and the acquirer has stated it has no plans to originate new loans. It services the old book only — do not build a 2026 sales process around it.

The 25C and 25D federal tax credits no longer exist. The One Big Beautiful Bill Act (P.L. 119-21, signed July 2025) terminated both after December 31, 2025. Any rep still selling with "you'll get 30% back from the IRS" on a 2026 install is making a claim that is now false. See Section 11.

SECTION 1

How contractor financing actually works

Nearly every program in this guide runs the same structure, whatever the brand on the paperwork:

1. **You enroll as a dealer / merchant.** The lender underwrites *you* — business credit, licensing, insurance, sometimes owner personal credit and revenue history — before it underwrites a single customer.
2. **Your customer applies at the point of sale**, usually by phone or tablet, often with a soft credit pull that doesn't ding their score for prequalification.
3. **The lender approves and issues terms** — either a revolving credit line (a card) or a closed-end installment loan / retail installment contract.
4. **You complete the job and the customer signs a completion certificate.**
5. **The lender ACHs you the loan amount minus a dealer fee** — anywhere from 0% to 25%+ depending on how rich the promotional terms are.

The two product families

Product	How it works	Where it fits
Revolving credit card Synchrony, Wells Fargo	Customer gets an open credit line with a promotional window (often deferred interest — pay in full by the deadline or all back interest is charged retroactively). Standard APRs run high: Synchrony 34.99%, Wells Fargo 28.99%.	Repeat-purchase trades, mid-size tickets, customers who already carry the card.
Installment loan / retail installment contract Regions, Service Finance, Foundation Finance, most fintechs	Fixed amount, fixed term, fixed payment, unsecured against the home in almost all cases. No revolving balance, no retroactive interest surprise.	Large single-project tickets. Easier to sell honestly — a fixed payment is a fixed payment.

The deferred-interest trap is a customer-service problem you inherit

"No interest if paid in full in 12 months" is not 0% interest. If the customer misses the payoff deadline by a day, interest is charged retroactively from the purchase date at the full standard rate. The angry phone call comes to you, not the bank. Many top-performing contractors deliberately steer customers toward true fixed-rate installment products for exactly this reason.

What lenders check before they enroll you

- **Time in business.** Ranges from "no problem if you're under 2 years" (PowerPay) to a hard 5-year floor (Regions).
- **Revenue.** Regions publishes a $500K annual residential remodeling minimum ($300K with an existing Regions banking relationship). Most others collect a revenue band on the application but don't publish a cutoff.
- **License and insurance.** Foundation Finance and Time Investment both require document uploads — general liability insurance/bonding, business registration, and a contractor's/installer's license where the state requires one.

- **Owner credit and background.** Wells Fargo pulls credit on both the business and every owner representing 50%+ combined ownership, and requires those owners to personally sign.
- **State registration.** Several states require you to register separately before you can offer a given lender's paper. Foundation Finance publishes a 16-state list (see Section 8).

SECTION 2

Master comparison — all active lenders

Figures below are what each lender or a credibly attributed source published as of August 2026. Where a field reads "not published," the lender does not disclose it publicly and you will need to get it from a rep. Assume every number moves — confirm before you quote a customer.

Full-spectrum & specialty lenders

Lender	Min FICO	Loan range	Max term	Dealer fee	Enrollment
Foundation Finance	**550**	to $100,000	240 mo	Tiers 1–2 pay 100% with no risk discount; Tiers 3–5 vary by credit	Free
Service Finance (Truist)	~580 (Buy Deeper)	$500–$100,000	300 mo	Not published	None stated
Aqua Finance	Not published	Not published	—	Not published	Free, no volume minimums
Time Investment	Not published	Not published	—	Not published	Not published
FTL Finance	Not published	from $1,000	120 mo	~2.9%–12% by program (2020 rate sheet)	Not published
Pinnacle Finance	Not published	Not published	—	Not published	Not published
Medallion Bank	Not published	Not published	—	Not published	Not published
Microf (lease-to-own)	No credit check	Not published	—	Not published	Not published

Bank-backed programs

Lender	Product	Homeowner APR	Dealer fee	Enrollment bar	Funding
Synchrony HOME	Revolving card	34.99% std; 0% promo 6–60 mo	7.00% is Synchrony's own calculator default; a third-party industry source reports a 0.99%–15% range	Not published	24–48 hrs
Wells Fargo Home Projects	Revolving Visa	28.99% std; 8.99% fixed promo	Not published; a third-party source reports 0%–15.18%	Credit pull on business + all owners at 50%+ ownership	Not published
Regions (ex-EnerBank)	Unsecured installment	Not published	Per-transaction, shown in PartnerPortal. No membership or processing fees.	**5 yrs + $500K** revenue (3 yrs / $300K with Regions banking); $5K avg project	~24 hrs
Service Finance (Truist)	Installment, 50+ programs	Not published	Not published	Revenue band collected on application	1–3 days (3rd party)

Fintech & marketplace platforms

Platform	Loan range	APR	What it costs you	Funding
Wisetack	$500–$65,000	0%–35.9%	**Flat 3.9% per transaction.** No subscription, setup, or origination fee. The clearest pricing in the market.	1–3 days
PowerPay	to $100,000	from 8.99%	**$0 contractor fees.** FICO 500+ tier available. Open to businesses under 2 years old.	48 hrs
Acorn Finance	to $100,000	Varies by lender	**$0 dealer fees**, no setup or monthly cost. Marketplace of partner lenders, terms to 20 years.	1–2 days
Momnt	Not published	Not published	Free enrollment, no recurring fees. Per-transaction fee not published. 40+ loan products.	Same/next day
GreenSky	to $100,000	"as low as 0%"	Per-transaction fee, not published. Third-party sources report roughly 0–2.75% on standard plans and 11.5%–18.5% on true 0% promos.	2 days
Hearth	Lender-dependent	Lender-dependent	**Annual SaaS subscription** — Hearth's own blog describes roughly $2,000–$6,000/yr plus a $99 setup fee, with $0 per-loan charges. Third-party listings cite $1,499–$2,500/yr tiers. Price is not on the public pricing page.	Not published
FinMkt	Lender-dependent	Lender-dependent	Not published. Waterfall routing technology across a lender network — everything is gated behind a sales demo.	Not published
Concora Credit	Not published	Not published	Not published. Second-look / near-prime specialist, but its case studies are retail and furniture, not trades.	Not published

SECTION 3

Bank-backed programs

Deep balance sheets, strong homeowner brand recognition, and the highest enrollment bars. Best as your primary prime lender if you can clear the requirements.

Synchrony HOME PRIME

Synchrony Financial · revolving credit card · absorbed Ally Lending's home improvement book in March 2024

Trades	Broad home improvement — HVAC, roofing, windows/doors, flooring, siding, fencing, landscaping, plumbing, electrical
Product	Unsecured revolving credit card (Synchrony HOME / Project Card). 5M+ existing cardholders with $22B in available credit already in the wild.
Homeowner terms	34.99% standard purchase APR (new accounts as of 7/31/2025); penalty APR 39.99%. Promos: 0% deferred interest for 6 months on $299–$1,998.99, 12 months on $1,999+, and extended promotional financing up to 60 months with select partners. No annual fee; $29 account activation fee charged to the cardholder on first purchase.
Enrollment	Merchant application with EIN, banking info for ACH. Synchrony does not publish minimum years in business or revenue. One third-party source reports no time-in-business or revenue minimum and 24–48 hour enrollment — unconfirmed by Synchrony.
Dealer fee	Synchrony's own cost-of-credit calculator defaults to **7.00%** "if you don't know your merchant fee." A third-party industry survey reports a 0.99%–15% range depending on the promotion.
Funding	ACH less the dealer discount; daily funding report in Business Center 24–48 hours after submission.
Note	Synchrony's card acceptance agreement prohibits passing the dealer fee to the consumer as a financing surcharge.

PROS

Enormous existing cardholder base drives repeat spend · 6–60 month promo menu · fast ACH · now offers both revolving and installment products post-Ally

CONS

34.99% back-end APR creates deferred-interest blowups you'll field · rich promos carry high dealer fees · fee schedule and enrollment criteria are not public

Contractor enrollment: synchrony.com/business/b2b/financing-solutions/credit-cards/synchrony-home · **New dealer line:** 1-844-866-8014 (option 3) · **Existing partners:** 1-800-333-1082

Wells Fargo Home Projects PRIME

Wells Fargo Retail Services · revolving Visa credit card

Trades	Flooring, remodeling, siding, roofing, windows/doors, HVAC
Homeowner terms	28.99% standard APR for new accounts. A fixed **8.99% "special terms APR"** promotional plan is available on certain programs — one of the few genuinely low fixed rates in dealer financing. Deferred-interest promos also offered. Minimum monthly payments of 2.00%–2.15% of balance during promo periods.
Enrollment	The heaviest paperwork of any program here: signed dealer application, W-9, voided check, retail location details, proof the business is legally authorized and properly licensed. **Credit reports pulled on both the business and every individual owner**, and owners representing 50%+ combined ownership must sign. Financial statements may be requested at any time. A minimum financed purchase volume is required but the threshold is not published. Annual fair-lending training, data-security protocols, and 7-year record retention are ongoing obligations.
Dealer fee	Not published. A third-party industry survey reports a 0%–15.18% range.

PROS

Top-4 bank brand carries real weight with cautious homeowners · the 8.99% fixed option is a genuinely honest product to sell · dedicated relationship managers

CONS

Most invasive enrollment — personal credit pulls and signatures from every major owner · dealer fees opaque until you're in · no public homeowner application, everything is gated behind your merchant number

Enrollment package (PDF): retailservices.wellsfargo.com/enroll/wells-fargo-home-projects-enrollment.pdf · **Program page:** retailservices.wellsfargo.com/homeprojects.html · **Dealer enrollment:** 1-800-577-5313 · RSFDealerEnrollment@wellsfargo.com

Regions Home Improvement Financing PRIME

Regions Bank · formerly EnerBank USA (acquired 2021) · unsecured installment loans

Trades	120+ project types — HVAC, roofing, siding, windows, flooring, kitchen/bath, plumbing, electrical, landscaping, pools, structural
Enrollment bar	**The highest published bar in this guide.** 5+ years in business (reduced to 3 with an existing Regions banking relationship), $500,000+ annual residential remodeling sales ($300,000 with a Regions relationship), $5,000+ average project size, licensed and insured, satisfactory business credit and BBB review. All 50 states.
Dealer costs	Regions states plainly: no merchant processing fees, no program membership fees, no hidden fees — you only pay a per-transaction dealer fee on the products that carry one, disclosed in the PartnerPortal at time of use. The actual percentage is not published; a third-party trade source reports roughly 6% on 12–18 month 0% loans and ~1.75% on 5-year 9.99% APR loans.
Product	Unsecured installment loans, not revolving, not secured against the home. Same-as-cash promos convert to a fixed-rate installment loan with accrued interest if not paid off in the window.
Funding	Credit decisions in minutes; funds usually within 24 hours via ACH. Text-based funding requests through PartnerPortal.
Scale	7,740 enrolled contractors, 2.3 million applications processed, $16.7 billion funded to date.

PROS

The most transparent fee posture of any bank program · next-day funding · unsecured installment product is easy to explain honestly · 25+ year track record

CONS

The 5-year / $500K bar excludes most newer shops · exact dealer fee percentages only visible after enrollment

Contractor sign-up: homeimprovement.rhif.regions.com/sign-up · **Contractor support:** 1-888-390-1220 (option 2)

Service Finance Company PRIME SECOND LOOK

A Truist company (acquired 2021, ~$2B) · nationally licensed sales finance company and approved FHA Title I lender · NMLS #140908

Trades	HVAC, windows, doors, siding, sunrooms, flooring, **water treatment**, plumbing, roofing, insulation
Scale	$5.78B+ originated in 2024; 900,000+ consumers serviced; 10,000+ contractor and retailer relationships
Homeowner terms	Not on the live site. The most detailed SFC-authored figures available come from a **2022 program document distributed through Lennox** and should be reconfirmed with a rep before you quote them: $500 minimum to $100,000, no down payment, all loans unsecured, no proof of income required, standard installment 2.99%–12.99% APR, promotional products 3–72 months, standard installment 84–300 months. The **"Buy Deeper"** program is described as approving FICOs as low as 580 around 10.99% APR.
Enrollment	Public form collects owner info, business details, and an annual revenue band ($500K to $10M+). Detailed underwriting criteria are handled on the follow-up call.
Products	50+ programs including deferred interest (6/12/18/24 mo), true no-interest-no-payment same-as-cash (3–24 mo), equal-payment no-interest (25–72 mo), and hybrid NINP-to-installment structures.

PROS

Truist balance sheet · unusually deep product shelf · unsecured with no income documentation · built-in second-look tier · mobile-first flow (80%+ of applications complete in-app)

CONS

The least transparent bank-backed program — no fees, APRs, or credit criteria on the live site · both the dealer enrollment portal and the homeowner application are gated · every real number requires a phone call

Contractor sign-up: svcfin.com/business-sign-up · **Homeowner application (dealer-directed):** apply.svcfin.com · **Phone:** (866) 393-0033 · info@svcfin.com

SECTION 4

Full-spectrum & second-look lenders

These are the programs that approve the customers your prime lender declines. Fees and homeowner APRs run higher — that is the trade for turning a dead lead into a signed contract. Every serious shop runs at least one of these behind a prime lender.

Foundation Finance Company

FICO 550 · FREE ENROLLMENT

Rothschild, WI · founded 2012 · owned by InterVest Capital Partners since 2022 · NMLS #916914 · ~9,000 contractors, all 50 states

Why it matters	**The most transparent credit box in the market.** FFC publishes its FICO floor in writing — 550 — and publishes its five-tier approval structure, which almost no competitor does.
Trades	HVAC, water treatment, solar/energy efficiency, roofing, siding, windows, remodeling, turf
Homeowner terms	Up to **$100,000**, terms up to **240 months**, unsecured retail installment contracts. Promos include rate buydowns, same-as-cash, and deferred payment plans. Tier 1 (FICO 725+) can be offered 11.9% APR at *no cost to the dealer*, or lower with a modest promotional discount.
Tier structure	Tiers 1–2: 100% payout, no risk discount, free reduced interest rate. Tier 3: risk discount varies by credit and application, free reduced-rate option available. Tiers 4–5: risk discount varies, approvals down to FICO 550. A named **Second Look Financing** program catches applicants declined elsewhere.
Enrollment	Free — no sign-up fees, no monthly charges, no volume requirements. Three-step online application collecting company formation year, up to 4 owners with SSN/DOB/ownership %, states of operation, products sold, in-house vs. subcontracted installation, average sale price, and monthly volume. Document uploads required: **business liability insurance/bonding, business license/registration, contractor's/installer's license**, voided check, signed Master Dealer Agreement. You authorize FFC to pull credit and investigative reports on the dealer and owners.
State registrations	FFC publishes 16 states requiring separate contractor registration before you can write its paper: CO, DC, FL, IN, IA, KS, LA, ME, NJ, OK, SC, TX, UT, WV, WI, WY.

PROS

Published 550 floor removes guesswork · free to join with no volume minimums · $100K ceiling and 240-month terms cover almost any residential job · explicit second-look program

CONS

Tier 3–5 risk discount percentages aren't public — you learn your real cost in the dealer agreement · 16 states require separate registration paperwork and fees

Dealer application: foundationfinance.com/dealer-application · **Program info:** foundationfinance.com/dealerinfo · **State registration list:** foundationfinance.com/state-registration · **Phone:** 1-855-241-0024

Aqua Finance

NEAR-PRIME TO SUBPRIME FREE ENROLLMENT

Wausau, WI · NMLS #1082164 · the dominant name in water treatment dealer financing

Trades	**Water treatment**, home improvement, HVAC, pool & spa, recreation (RV/marine/powersports)
Credit appetite	Aqua states it considers **near-prime to subprime credit profiles** and weighs income, debt-to-income, collateral, and payment history in addition to score. It does not publish a numeric FICO floor anywhere — not in the FAQ, not in the blog, not on the Aqua+ product pages.
Dealer costs	Free to enroll. Aqua states there are no monthly membership charges and **no volume minimums to meet** — meaningful if you only finance a handful of jobs a year. Fee percentages by promo term are not published.
Funding	Credit decisions in 60 seconds or less; daily ACH deposits to dealers upon job completion (48 hours for recreation dealers).
Recourse	Contracts are represented as non-recourse to the dealer unless the dealer breaches the agreement terms — read that carve-out carefully (see Section 9).

PROS

Deep credit appetite plus multi-vertical coverage makes it ideal for water treatment / HVAC combo shops · genuinely free with no minimums · very fast decisions and daily funding

CONS

Essentially zero published rate or credit-score transparency — you cannot set homeowner expectations without the dealer portal · full state coverage not published

Dealer inquiry: aquafinance.com/dealers · **Dealer portal:** portal.aquafinance.com · **Phone:** 877-717-9494 · 800-234-3663 opt. 4 ext. 6094

Time Investment Company (TIC)

West Bend, WI · family-owned and independent since 1981 · relationship-driven regional lender

Trades	Home improvement generally, roofing, HVAC, electrical, plumbing, flooring, **water treatment / water softeners**, furniture
Enrollment	Application collects company info, ownership type, years in business, tax ID, owner SSN/DOB/driver's license, monthly sales revenue and finance volume, plus **document uploads for business license and insurance**. Pass/fail thresholds are not published.
Homeowner terms	Not published — no credit floor, APR range, loan amount, or term length appears anywhere on the site. This is unusual even in a group that discloses little.
Support	Dealer Concierge staffed Mon–Fri 7am–10pm CST, Sat 8am–5pm CST — notably longer hours than most competitors.

PROS

44+ years of continuous independent operation · direct relationship service with long support hours · strong water treatment presence in the upper Midwest

CONS

The least publicly disclosed program in this guide — you must call to learn basic program economics before you can evaluate it at all

Dealer application: timeinvestment.com/apply · **Phone:** (800) 236-1177 · CustomerSupport@timeinvestment.com

FTL Finance

TIERED + FALLBACK LENDER

Saint Charles, MO · NMLS #2133635 · HVAC and home-comfort focused, distributed through HVAC distributor channels

Trades	HVAC (primary, including commercial HVAC/R), windows and doors, plumbing, electrical/lighting, roofing, remodeling, appliances, flooring, fences/decks
Three-tier structure	**Standard Program** for higher-credit customers · **Risk-Based Program** for higher-risk profiles at below-average rates with a no-fee option · **Partner Program**, a third-party secondary-lender referral for applicants who don't qualify for FTL directly, with no additional credit-score impact from the referral. FTL states 80% of homeowners are approved across its programs.
Dealer fees	Current pricing isn't on the live site. A 2020 rate sheet distributed via EGIA shows the shape of it: 24–84 month installment loans at 14.99%–17.99% APR carried **no contractor cost**; 6.99%–11.99% "low interest" programs carried a **6%–11% contractor fee**; deferred-interest programs ranged from 2.90% (90-day defer) to 12% (12-month defer). Treat as directional and reconfirm.
Speed	Decisions typically within 15 minutes. No prepayment penalties, no default rate for missed payments.

PROS

The built-in Partner Program fallback lender means fewer lost sales to declines without you enrolling with a second lender · very fast decisions · strong HVAC distributor credibility

CONS

No current credit floor or fee schedule on the live site · FAQ answers are script-gated and not readable without a browser

Contractor registration: ftlfinance.com/contractor-registration · **Contractor phone:** 800-981-9032 · sales@ftlfinance.com

Also worth knowing

Microf	**Lease-to-own, HVAC and water heaters only.** No credit check — the only stated requirements are that the customer is a homeowner with an active bank account. This is the last stop for customers who cannot qualify for any installment loan. Microf's own disclosure states acquiring ownership by leasing costs more than the cash price, so present it honestly. **Not available in AK, HI, ME, MN, NJ, VT, WI, WY.** Dealer portal: dealer.microf.com · 855-498-8200
Medallion Bank	Utah-chartered industrial bank. Roofing, windows and doors, exterior siding, basement refinishing, kitchen remodels. Targets 1–2 business day funding with five regional relationship managers. No published credit floor or subprime positioning — confirm the credit box directly before assuming it will catch your declines. medallionbank.com/home-improvement-contact · (888) 833-8570 opt. 2
Pinnacle Finance	Scottsdale, AZ · NMLS #1405111. Markets "full credit spectrum lending capabilities" with underwriting that looks beyond scores. Covers water treatment alongside standard trades. Note this is *not* Pinnacle Financial Partners, the Tennessee bank. Very little is publicly verifiable — call before committing. New dealer inquiries: 888-788-7379 · sales@pinnaclefinance.com
Concora Credit	Formerly Genesis Financial Solutions, owned by Castlelake. A true second-look/near-prime issuer via private-label cards and co-branded Mastercards, and it lists home improvement as a served vertical — but its public case studies are furniture and jewelry retail, not trades. Fees and credit criteria are entirely undisclosed. about.concoracredit.com/partner-with-us · 800-942-4308

SECTION 5

Fintech & multi-lender marketplaces

Newer platforms compete on transparency and speed rather than balance-sheet size. Several publish a flat fee or charge you nothing at all — which makes them useful even as a secondary program.

Wisetack FLAT 3.9%

San Francisco · embedded in Housecall Pro, Workiz, and ServiceTitan · partnered with U.S. Bank and LendingClub

Why it stands out	**Wisetack publishes a single flat 3.9% fee per financed transaction** with no monthly subscription, setup, or origination fee. In a market built on opacity, that alone makes it the easiest program to model. (A third-party review reports higher costs on extended 0% promos — roughly 5.5% for 24-month 0% APR — which Wisetack does not confirm publicly.)
Trades	HVAC, plumbing, electrical, fencing, garage doors, flooring, pest control, roofing — plus auto repair, dental, and veterinary
Homeowner terms	**$500–$65,000**, APR 0%–35.9% simple interest including 0% APR options up to 24 months, terms 3–120 months, unsecured. Soft-pull prequalification doesn't affect credit. Minimum score not published.
Funding	1–3 business days after job completion and customer approval.

PROS

The clearest pricing in the industry · no subscription · deep integration with field-service software you may already run · simple interest, not deferred interest

CONS

$65,000 ceiling rules out the largest jobs · extended-promo pricing isn't published · enrollment can take up to 5 business days

Contractor sign-up: wisetack.com/merchants-contact-us · **Homeowner:** wisetack.com/consumers · **Phone:** 1-833-927-0333

PowerPay $0 CONTRACTOR FEES FICO 500+ TIER

Independent fintech founded 2020 · lending partnership with FinWise Bank · all 50 states

Dealer costs	PowerPay states it charges **zero fees to contractors**, contrasting itself against an industry-average ~7.5% contractor fee per project. If accurate for your product mix, this is the single biggest margin difference in this guide.
Enrollment	2-minute form, under 30 minutes of training, operational within a day. Explicitly markets to newer businesses: *"Less than 2 years in business? No problem."* That makes it one of very few realistic options for a young shop.
Homeowner terms	Up to **$100,000** with staged funding for qualified contractors. Rates starting as low as 8.99% APR; a promotional program around 12.99% for a 10-year term. A low-fee tier is available for **FICO 500+**. No prepayment penalties.
Funding	Instant online decision; ACH direct deposit within 48 hours.

PROS

$0 contractor fees · same-day onboarding · one of the only programs that will take a business under 2 years old · 500+ FICO tier

CONS

No published enrollment phone number · not a bank itself, so the credit box ultimately reflects FinWise Bank's appetite

Contractor sign-up: app.getpowerpay.com/merchant/signup · **Homeowner application:** app.getpowerpay.com/apply

Acorn Finance **$0 DEALER FEES**

Founded 2018 · marketplace model — connects homeowners to multiple partner lenders rather than lending directly

Dealer costs	**$0 dealer fees**, no setup costs, no monthly fees — explicitly marketed.
Homeowner terms	Up to **$100,000**, terms up to **20 years**, APR varies by creditworthiness (an illustrative 8.94% APR appears on the site). Soft credit check for prequalification with no score impact; the customer sees multiple lender offers side by side.
Enrollment	The dealer agreement requires the business be duly organized, validly existing, in good standing, and appropriately licensed. No published years-in-business, insurance, or volume threshold.
Funding	Prequalification in under a minute, final approval often same-day, contractor paid 1–2 business days after project approval.

PROS

Zero dealer fees with a genuine multi-lender marketplace behind it · 20-year terms produce very low monthly payments · customers self-select from real competing offers

CONS

No published enrollment phone number · as a marketplace, your experience depends on whichever partner lender funds the deal

Contractor sign-up: sign-up.acornfinance.com · **Contractor page:** acornfinance.com/contractors

Momnt **FREE ENROLLMENT**

Loans originated by partner financial institutions · NMLS #2373805 · 3,000+ merchants, $1B+ originated

Trades	Kitchen & bath, roofing, general contracting, exteriors, HVAC, windows & doors. Named partnerships with IKO (roofing supply) and ROOFLE (roofing estimation software).
Costs	100% free enrollment, no recurring monthly fees. The per-transaction dealer fee is not published.
Products	40+ loan products across four categories: deferred interest, fixed payments, fixed rates, and zero interest. Soft pull for prequalification. Loan amounts and APR ranges not published.
Funding	Approval within minutes; same-day or next-day ACH available (not guaranteed).

PROS

No enrollment or recurring fees · fully digital text/email application · unusually broad product shelf · real roofing-industry distribution partnerships

CONS

APR ranges, loan caps, and credit minimums are all undisclosed — you can't evaluate the economics without a sales call · funds are closed-loop to the enrolling merchant

Contractor demo request: momnt.com/demo · **Merchant support:** 855-943-3485 (press 2) · merchants@momnt.com

GreenSky

Atlanta · a technology and program administrator, not a lender — bank partners fund the loans · sold by Goldman Sachs to a Sixth Street-led consortium in March 2024 · 10,000+ merchants

Homeowner terms	Credit lines up to **$100,000**, fixed-rate installment, rates "as low as 0%" via promotional plans. APR range and credit minimum not published. **Staged funding** is available for remodeling, roofing, and windows/doors — genuinely useful on long projects.
Dealer costs	A per-transaction merchant fee; the percentage is not published and GreenSky routes you to sales for a quote. Third-party sources report historical ranges of roughly 0%–2.75% on standard installment plans and **11.5%–18.5% on true 0% promotional plans**, plus a reported low-volume minimum fee (~$35/month under $3,500 financed).
Funding	Contractor paid within 2 business days of customer authorization; monthly merchant invoicing.
Caution	Two ownership changes in three years, and GreenSky disclosed a data-security incident in 2025 (per a Massachusetts Attorney General notice) — relevant if you're pushing customer PII through the platform.

Merchant application: merchant-apply.cdn.greensky.com · **Sales:** 1-844-872-7406

Hearth SUBSCRIPTION COST

Financing marketplace bundled with estimating, invoicing, and an AI assistant — a software subscription, not a lender

The model	Hearth markets "$0 dealer fees" and access to an 18+ lender marketplace. The cost sits in the **annual subscription**, which is not listed on its public pricing page. Hearth's own blog describes its model as one flat annual price of roughly **$2,000–$6,000/year plus a one-time $99 setup fee**, with $0 per-loan charges. Third-party listings cite tiers around $1,499–$2,500/year, and note a low value-for-money rating from reviewers.
Read this as	A fixed cost that pays off at high financed volume and is expensive at low volume — the inverse of a percentage-fee program. Do the break-even math before signing an annual prepaid contract.
Trades	Very broad — roofing, HVAC, plumbing, siding, flooring, landscaping, fencing, decking, pools, windows, handyman, drywall, concrete, carpentry, masonry, insulation, gutters

Contractor sign-up: gethearth.com/signup · **Pricing:** gethearth.com/pricing (demo-gated)

FinMkt

B2B point-of-sale financing technology — a waterfall routing engine across a lender network, not a lender

Covers HVAC, plumbing, windows and doors, kitchen and bath, roofing, and large renovations. One universal application routes across multiple lenders automatically, which is the core value: higher aggregate approval rates without you managing several dealer relationships. Applications can be taken shoulder-to-shoulder in the home or sent by email/SMS. **Pricing, requirements, and loan terms are entirely gated behind a sales demo** — the least self-service platform in this guide.

Request a demo: finmkt.io/request-demo

Direct-to-consumer backups (no dealer enrollment)

When you can't or don't want to run a dealer program, these are what customers self-apply for. You pay nothing and get no dealer fee — but you also get no control over the process and no staged funding.

Upgrade	Runs an actual contractor-facing platform, not just a consumer product — contractors can enroll to prescreen customers and receive funding directly. Loans up to $100,000, approval in minutes. upgrade.com/home-improvement
LightStream	A Truist brand for good-to-excellent credit. $5,000–$100,000, terms 24–240 months, no fees, no prepayment penalty, no home equity or appraisal required, same-day funding possible if approved before 2:30pm ET. lightstream.com/home-improvement-loan
OneMain Financial	Secured or unsecured, $1,500–$30,000 (state-dependent). Example APR of 24.99% for an average-credit borrower. Funding as fast as one hour via debit card. Useful for damaged-credit customers who can't get a dealer approval. onemainfinancial.com/personal-loans/home-improvement

SECTION 6

Energy & solar-adjacent lenders — and who shut down

The solar-first lenders diversified into roofing, HVAC, and windows, which makes several of them viable general home improvement partners. But this corner of the market has been violent: verify counterparty status before you build a sales process on any of them.

Mosaic NO LONGER ORIGINATING

Filed Chapter 11 in June 2025 · acquired by Solar Servicing LLC, a Forbright Bank subsidiary, ~September 2025

Do not treat Mosaic as an active financing option in 2026. The acquirer explicitly stated it has no plans to originate new solar loans. Mosaic now functions solely as a servicer for the existing ~$8B portfolio. Existing borrowers' terms are unchanged and a pipeline team was retained for partially-funded pre-filing loans, but there is no active contractor enrollment program. If a rep on your team still has Mosaic in the pitch deck, pull it.

Ally Lending ABSORBED INTO SYNCHRONY

Sold to Synchrony; acquisition completed March 4, 2024

Approximately $2.2B in loan receivables, nearly 2,500 merchant locations, and 450,000+ active borrowers transferred to Synchrony. Synchrony is *not* maintaining Ally Lending as a standalone brand — it integrated the dealer relationships and the installment-loan capability into its own platform. There is no Ally-branded contractor application, enrollment number, or dealer program. Previously enrolled contractors route to Synchrony HOME (Section 3).

Sunlight Financial ACTIVE — POST-RESTRUCTURING

*Filed Chapter 11 October 2023, acquired by ED Umbrella Holdings (a consortium including Greenbacker, Sunstone Credit, and IGS Ventures) · **confirmed operating in 2026***

Products	**Orange®** for established contractors, **Tangerine™** for growing contractors. 15,500+ partnered contractors nationwide.
Homeowner terms	Projects $5,000–$100,000, 30-second credit decisions, paperless. **Flex Approvals™** uses a soft pull to grant a $5K–$10K buffer above the approved amount for change orders — a genuinely differentiated feature if you regularly run into scope creep.
Enrollment	Free, described as taking minutes, no commitment required. Specific criteria not published. Dealer fees not published.
Funding	24-hour funding capability.

PROS

Large existing contractor base and stable post-restructuring · fastest published decision time · the change-order buffer solves a real problem

CONS

Went through Chapter 11 within the last three years — weigh continuity risk on multi-month projects · no public rate or fee detail

Contractor enrollment: sunlightfinancial.com/enroll · **Phone:** (888) 850-3359 · info@sunlightfinancial.com

GoodLeap ACTIVE

Roseville, CA · formerly Loanpal · $30B+ facilitated to 1M+ homeowners · privately held

Non-solar products	Genuinely diversified, which many contractors don't realize: a **Home Improvement Loan up to $55,000** with 5–15 year terms, fixed rates, no prepayment penalty, and a 0.50% APR discount for autopay — available in all 50 states, covering HVAC, roofing, windows, doors, siding, smart home, EV chargers, and water heating. Also an **HVAC Lease** from $7,500 with a 10-year term including annual maintenance, and the GoodLeap Home Visa Signature card with cash back on home-project spending.
Not published	Dealer fees, APR range, credit-score minimums. Approvals described as available in seconds via mobile app.

Contractor form: goodleap.com/contractor-form

Dividend Finance ACTIVE

A division of Fifth Third Bank since May 2022 · solar, battery storage, roofing, HVAC, windows, general home improvement

Homeowner terms	$0 down, short and long term options, no prepayment penalties, 0.5% APR discount for autopay enrollment, and — unusually — **up to two loan re-amortizations** (minimum $1,000 principal payment, $5,000 remaining balance). Company states approvals span "across the credit spectrum." Soft credit checks. Real-time approvals with same-day funding capability.
Caution	Fifth Third has faced state regulatory inquiries related to solar panel financing complaints (per American Banker reporting). Factor that into customer-service expectations.

Contractor sign-up: dividendfinance.com/partner-sign-up · **Homeowner:** dividendfinance.com/homeowner-sign-up

SECTION 7

Dealer fee math — what the program really costs you

This is the section that separates contractors who make money on financing from contractors who quietly subsidize it. The mechanic is simple, the arithmetic is slightly counterintuitive, and getting it wrong costs you a point of margin on every financed job.

What you're actually paying for

When a lender offers your customer 0% APR for 60 months, someone is paying that interest. It is you. The dealer fee is the lender's upfront recovery of the interest income it's giving up, plus its margin and risk premium — deducted from your proceeds before the ACH hits. It works exactly like paying points to buy down a mortgage rate, except the *contractor* buys the rate down and then has to recover it in the job price.

That's why longer and cheaper promos cost more. More months of forgone interest, more cost of funds accruing with no offsetting revenue, and generally looser underwriting risk all get priced into the fee.

The gross-up formula

If you submit your normal cash price and let the lender deduct its fee, you eat the fee out of margin. To preserve your margin, gross up:

```
Financed Price = Target Net Proceeds ÷ (1 − Dealer Fee %)
```

Note the division. Adding the fee percentage on top is wrong, because the fee is charged against the higher financed amount. Dividing by (1 − fee) is the only way to net exactly your target.

Worked example: $20,000 job, 12% dealer fee, 0% APR / 60 months

	If you don't gross up	If you gross up correctly
Price submitted for financing	$20,000.00	**$22,727.27**
Dealer fee at 12%	−$2,400.00	−$2,727.27
You net	**$17,600.00**	**$20,000.00** ✓
Effect on margin	A straight 12% loss	Fully preserved

The markup required is **13.6%**, not 12% — and that gap widens fast as fees climb. A 30% fee requires a 42.9% markup. This is why very long 0% promos can quietly become unsellable: the grossed-up price stops being competitive.

Build a price sheet, not a formula

Don't make reps do this math in a customer's kitchen. Publish an internal menu: "Cash price $20,000 / 0% for 60 months $22,750 / 9.99% for 84 months $20,400." Reps quote from the sheet; the math is already done and consistent.

Typical fee ranges by product type

Product	Typical dealer fee	Notes
Standard installment / market-rate loan	~0%–4%	Customer pays a normal APR. Some programs (PowerPay, Acorn) charge nothing at all.
Reduced / subsidized APR (5.99%–9.99% fixed)	~4%–10%	A rate buydown, not a full deferral. Often the best margin-to-closability trade.
Same-as-cash / deferred interest (12–24 mo)	~5%–18%	Scales with deferral length. Carries retroactive-interest risk for your customer.
Long 0% or very-low-payment promos (36–120 mo)	~15%–45%	The most expensive tier. GreenSky's promotional 0% plans have historically been reported in the 11.5%–18.5% range.

These ranges are compiled from industry and vendor sources, not regulators — treat as market color and confirm your own rate card. Independent corroboration of the high end: the CFPB's August 2024 solar financing report found dealer fees embedded in loan principal that inflated loan amounts **30% or more above the cash price**, invisible in the disclosed APR.

> **Don't forget holdbacks**
>
> Some lenders — especially with newer or high-volume dealers — withhold a percentage of each funded loan in a reserve against future chargebacks, releasing it only after a holding period. That's a cash-flow cost separate from the dealer fee, and it doesn't show up in the fee math above. Ask about it before you sign.

SECTION 8

Compliance essentials

Short version: build the fee into one all-in price, never advertise financing terms without your lender's approved disclosure language, and always deliver the three-day cancellation notice on in-home sales.

Can you charge a "financing fee" to a customer who finances?

In practice, no. Two separate layers are at work and they're easy to confuse.

Layer 1 — your dealer agreement. Nearly every major program requires, contractually, that you charge the same price regardless of payment method: no separate line-item financing fee, no distinct "cash price" versus "credit price" presented to the customer. Synchrony's card acceptance agreement is explicit about it. This is a private contractual restriction, and violating it is grounds for termination and potentially a repurchase demand.

Layer 2 — federal law. Under Regulation Z **12 CFR § 1026.4(c)(5)** ("seller's points"), amounts a seller pays a creditor to facilitate financing are *excluded* from the TILA finance charge — even when passed through in a higher price — as long as the consumer isn't legally obligated to the creditor for that specific charge. Practical effect: the dealer fee is legally invisible to the disclosed APR. That's exactly how "0% for 60 months" can be advertised truthfully while the real cost sits in the price. But if you charged a financing customer a *higher total price* than a cash customer for identical work, and that increment functions as compensation for the extension of credit, a regulator or plaintiff could argue it's an undisclosed finance charge — and separately pursue it as an unfair or deceptive practice under FTC Act § 5 or state UDAP law.

FTC Cooling-Off Rule (16 CFR Part 429)

- Applies to sales of **$25 or more** made at the buyer's residence, and **$130 or more** at other non-permanent locations (hotel rooms, fairgrounds, convention centers, the buyer's workplace).
- The buyer may cancel **any time before midnight of the third business day** after the transaction, without penalty.
- You must (1) orally inform the buyer of the right at signing, (2) provide a completed duplicate **"NOTICE OF CANCELLATION"** form in at least 10-point boldface, and (3) refund all payments within 10 business days of receiving a cancellation.
- Emergency home repairs at the buyer's request are exempt. Essentially every other in-home close is covered.

FTC Holder Rule (16 CFR Part 433)

Consumer credit contracts arising from seller-arranged financing must carry a notice preserving the customer's right to assert **any claim or defense against you — shoddy work, non-completion, fraud — against the loan holder**, i.e. the bank that bought the contract, capped at amounts actually paid. It doesn't create contractor liability by itself, but it means your lender gets pulled into every workmanship dispute. Lenders manage that exposure through chargeback rights, completion-certificate requirements, and indemnification clauses running straight back to you. This is the underlying reason lenders police contractor performance so aggressively.

Advertising: Reg Z triggering terms (12 CFR § 1026.24)

Stating an APR alone — "0% APR" — does *not* trigger additional disclosure. But stating any of these five triggering terms does:

1. Amount or percentage of down payment

2. Number of payments or period of repayment
3. Amount of any payment
4. Amount of any finance charge
5. That no down payment or no monthly payment is required

So **"0% APR for 60 months"** and **"as low as $199/month"** and **"no payments for 12 months"** all trigger the full disclosure block: down payment, complete repayment terms including any balloon, and the APR using that term. Compliant lenders supply pre-approved ad copy for this exact reason. **Never let your marketing team write financing ad copy without the lender's disclosure language attached.**

State licensing

There is no single national answer. Two categories matter:

- **Retail installment seller / home improvement finance licenses.** Florida is the clean example: under Chapter 520, Part V, Florida Statutes, a business needs a **Home Improvement Retail Installment Seller** license, administered by the Florida Office of Financial Regulation, if it enters into two or more financed home improvement contracts of $500+ per year.
- **Credit Services Organization (CSO) registration.** A state-law category (e.g., Texas Finance Code Ch. 393, California CSO registration) aimed at businesses that help consumers obtain credit. Simply referring a customer to a lender's application typically isn't CSO activity, but definitions vary enough by state that it warrants a check.

The practical rule: ask each financing partner for its current state-registration list rather than relying on a static one. The lender is legally exposed if it originates through an unlicensed dealer, so it has every incentive to keep you compliant. Foundation Finance, for example, publishes a 16-state list requiring separate registration.

> **Regulatory context for 2026**
>
> Federal enforcement posture shifted materially after the CFPB's leadership change in February 2025 — rulemaking and enforcement activity contracted sharply, and several pending point-of-sale and dealer-fee initiatives lost momentum. **The underlying rules did not change; only the federal appetite to enforce them did.** State attorneys general, state financial regulators, and private class actions under state UDAP statutes remain fully active, and the CFPB's Residential PACE rule took effect March 1, 2026. Don't mistake a quieter regulator for permission.

SECTION 9

Dealer agreement red flags

Dealer agreements are frequently negotiable, especially if you bring real volume. A few hundred dollars of legal review before signing is cheap next to a repurchase demand eighteen months later.

Six things to look for before you sign

Issue	What to look for
Hidden recourse	"Non-recourse" on the cover page doesn't mean much if the agreement contains broad post-funding repurchase triggers — sweeping fraud, straw-purchase, or misrepresentation warranties that let the lender demand repayment long after funding. Legal commentators flag this as the single most common trap: provisions that effectively make a finalized assignment recourse after the fact. Aqua Finance, for example, represents its contracts as non-recourse *unless the dealer breaches agreement terms* — read exactly what counts as a breach.
Chargeback triggers	Map every event that lets the lender claw back money already paid: early payoff or default within a window, customer cancellation under the Cooling-Off Rule, incomplete work, unresolved disputes. Negotiate a narrow, bright-line list with time limits.
Holdbacks and reserves	A percentage withheld from each funded loan against future chargebacks, released only after a holding period or performance history. Get the release timing in writing and model it separately from the dealer fee.
Completion certificates	Funding is contingent on the homeowner signing off. A customer who is unhappy about anything — or just unresponsive — can stall your payment even though the lender already extended credit. Know exactly what alternative evidence your lender accepts (photos, lien waivers, e-signature workflow) and build closeout procedures around getting sign-off same-day.
Indemnification scope	Watch for warranties covering matters outside your control, and indemnification that makes you responsible for the lender's legal costs before any claim is proven. Well-negotiated agreements limit warranties to what you "knew or should have known" and require formal dispute resolution before money moves.
Venue and arbitration	Clauses requiring disputes be heard in the lender's home state quietly make any dispute too expensive for you to pursue. Ask for your home state.

How high-performing contractors sell financing

The statistics below come from financing platforms' own marketing research rather than independent studies — directionally useful, but treat them as vendor-reported.

- **Offer it to 100% of customers, before price comes up.** Financing presented as a standard part of every proposal performs very differently from financing offered defensively after a customer balks. Hearth reports contractors who actively offer financing close up to 17% more jobs with average tickets up 30%+, and cites a 2025 Modernize survey finding 80% of homeowners are already wondering whether you offer financing before they ask.
- **Lead with monthly payment, then total price.** Homeowners anchor on affordability. Present both — but present payment first. (Note: this applies to live sales conversations; the moment a payment amount appears in *advertising*, Section 8's triggering-term rules apply.)
- **Use a menu, not a single option.** Two to four financing tiers side by side with the cash price lets price-sensitive customers self-select into a higher project tier via a lower monthly payment, rather than negotiating you down on scope.

- **Prequalify with a soft pull before or during the in-home visit**, so the pitch is anchored to an approved payment rather than a hypothetical one.

Run a waterfall, not a single lender

The highest-leverage structural change most contractors can make: route every application to a **primary prime lender first** (best rates and lowest fees for 680+ FICO), then automatically cascade declines to a **second-look lender** that serves sub-600 and thin-file applicants. FinMkt reports multi-lender waterfalls can lift overall approval rates by roughly 30% versus a single-lender program — that's sales you're currently losing purely to a credit decline, not to price or product.

You can build a waterfall two ways: enroll with two or three lenders directly and train reps to resubmit, or use a platform that routes automatically (FinMkt, Hearth, Acorn, or FTL's built-in Partner Program).

SECTION 10

What homeowners can use instead

Some customers are better served outside your dealer program — and knowing when to say so builds the kind of trust that wins the job anyway. Rates below are as of early August 2026 and move constantly.

Home equity: the cheapest money for big jobs

Option	Rate (Aug 2026)	What to know
HELOC	~7.44%–8.30%	Bankrate's Aug 5, 2026 survey put the average at 7.44% (range 3.99%–11.80%); Fortune's national average was 8.295%. Variable rate. Most lenders cap combined LTV at 80%, some go to 85–90%. Traditional credit standard ~680.
Home equity loan	~8.25% (10-yr) ~8.42% (15-yr)	Fixed rate, fixed payment, second lien. Interest may be tax-deductible if the funds buy, build, or substantially improve the home securing the loan (IRS Pub. 936).
Cash-out refinance	6.69% (30-yr fixed)	Freddie Mac PMMS, Aug 6, 2026. Only makes sense if the customer's existing mortgage rate is at or above market. Anyone holding a sub-5% 2020–2022 mortgage should almost never do this for a renovation.

The tradeoff versus your dealer financing: home equity is far cheaper, but the home is collateral, and appraisal plus underwriting plus closing means 2–6 weeks before the customer can start. Dealer financing closes in days. For a customer who wants to start next week, or who has limited equity, your program wins on speed even at a higher rate — and that's an honest thing to say out loud.

Government-backed renovation loans

Program	Limit	Details
FHA 203(k) Limited	$75,000 max $5,000 min	Cap raised from $35,000 by HUD Mortgagee Letter 2024-13. **No HUD consultant required.** Non-structural work: health/safety hazards, roofing, siding, plumbing, electrical, kitchen/bath, appliances. Up to 9 months to complete, up to 4 draws.
FHA 203(k) Standard	No fixed cap	Subject to FHA county loan limits. **HUD consultant mandatory.** Structural work: foundations, room additions, unit conversions, demolition/reconstruction. Up to 12 months, up to 5 draws (ML 2026-06 expanded draw flexibility).
FHA Title I	$25,000 (single family)	Still active in 2026. Up to 20-year term, fixed rate negotiated with the lender, no prepayment penalty. Balances over $7,500 must be secured by a lien. Property must have been completed and occupied at least 90 days. Only HUD-approved Title I lenders can originate — Service Finance is one.
Fannie Mae HomeStyle	Up to 97% LTV	1-unit primary residence. Renovation costs generally capped so the total loan is ≤75% of the lesser of purchase price + renovation cost or as-completed value. Borrower DIY capped at 10% of as-completed value with lender approval over $5,000.
Freddie Mac CHOICERenovation	Conforming limits	Comparable to HomeStyle, and notably includes **resiliency improvements** (disaster hardening) as an eligible use. Current caps per Guide §4607.1 — confirm with the customer's lender.
USDA Section 504	$40,000 loan $10,000 grant	Fixed **1% interest**, 20-year term. Grants restricted to owners age 62+ who can't repay a loan. Combined max $50,000 ($55,000 in declared disaster areas). Very-low-income owner-occupants in USDA-eligible rural areas only.
VA renovation	~$50,000 reno (commonly cited)	$0 down, no monthly mortgage insurance. Work must be done by a contractor registered through the VA — no DIY. The $50,000 renovation cap is widely cited in lender guides but was not confirmable on VA.gov during this research.

How you get involved: there is no separate "FHA-approved contractor" certification. You need to be licensed and insured per state and local law, and the lender (plus the HUD consultant on a Standard 203(k)) reviews and approves your bid and Specification of Repairs. Funds release through a draw and inspection process tied to completed stages — not paid to you upfront. Budget for that cash-flow pattern.

PACE financing — proceed carefully

Residential PACE is active in **California, Florida, and Missouri**. Contractors register with a program administrator and can then originate a PACE assessment at the point of sale, repaid through the property tax bill. It has historically been a large channel for solar, HVAC, roofing, and windows.

It also has the worst consumer-protection record in home improvement finance. PACE attaches as a senior lien ahead of the mortgage, was historically originated with no ability-to-repay underwriting, and has been tied to high-pressure sales, inflated project costs, and seniors facing unaffordable payments or blocked refinances. The CFPB's Residential PACE rule — finalized December 2024, **effective March 1, 2026** — brings PACE under TILA/Regulation Z, requiring ability-to-repay assessment, standard TILA disclosures, and a 3-day right of rescission. Industry groups have challenged it in federal court; as of this research neither the district nor circuit court had blocked the effective date. Treat the requirements as in force and monitor for an injunction.

SECTION 11

2026 rebates & tax credits — a reality check

The 25C and 25D federal tax credits are gone

Per the IRS's official guidance on the One Big Beautiful Bill Act (P.L. 119-21, signed July 4, 2025):

§25C Energy Efficient Home Improvement Credit — not allowed for any property *placed in service* after **December 31, 2025**. That covers insulation, windows and doors, heat pumps, heat pump water heaters, central AC, furnaces, boilers, electrical panel upgrades, and home energy audits.

§25D Residential Clean Energy Credit — not allowed for any expenditures made after **December 31, 2025**. That covers solar PV, solar water heating, battery storage, geothermal, and small wind.

Critical timing nuance on 25D: the IRS treats an expenditure as made when *original installation is completed*, not when it's paid. A homeowner who paid a deposit in 2025 but whose install finished in 2026 cannot claim it.

Both credits were previously scheduled to run through 2032. Any sales script, rate sheet, brochure, or landing page still referencing "the 30% federal tax credit" for a 2026 installation is making a claim that is now false — and given that the CFPB's August 2024 solar report specifically flagged misleading "net cost after tax credit" figures as a consumer-protection problem, that's an exposure worth cleaning up today. **Audit your sales materials.**

DOE Home Energy Rebates (HOMES and HEAR) — active but reshaped

The IRA-funded rebate programs are still alive, but they went through a freeze-and-restart cycle that changed how they work:

- **What they are:** HOMES ($4.3B) rewards whole-home energy-use reduction based on modeled or measured savings. HEAR/HEEHRA ($4.5B) provides point-of-sale rebates up to **$14,000 per household** for efficient electric equipment, income-qualified.
- **What happened:** the administration froze the ~$8.8B in unspent DOE funding in early 2025; a state coalition obtained an injunction in March 2025; DOE issued new implementation guidance on **May 29, 2026**, announced June 1, 2026, restarting the programs.
- **What changed in the restart: fuel-switching incentives were eliminated** — HEAR heat pump rebates now apply only to new construction or homes already on electric heat, reversing the prior incentive to convert from gas, oil, or propane. Environmental-justice criteria were removed. And a new sequencing requirement means households must complete insulation and air-sealing upgrades before qualifying for appliance rebates.
- **Where it stands:** rollout is uneven state by state. Some states were already disbursing before the freeze; others are still revising plans to comply with the June 2026 guidance.

What to tell your team

Verify rebate availability with the customer's **State Energy Office** before quoting any figure — DOE itself directs people there rather than publishing a national number. Never quote a rebate as a certainty in a proposal; quote it as an amount the customer may be eligible for, subject to state program terms. And stop stacking a rebate estimate on top of a tax-credit estimate: the credits no longer exist.

On-bill and state financing

Utilities and state green banks finance efficiency upgrades and recover the cost through the customer's regular utility bill — sometimes tied to the meter rather than the individual, so it transfers with the property (the "Pay As You Save" model). Connecticut's Smart-E Loan, Colorado's Home Energy Rebate program, and numerous electric cooperatives and municipal utilities run versions of this. There is no federal master directory, so it's a state-by-state check.

These fit **smaller efficiency measures** — insulation, HVAC, water heaters — rather than large remodels, because amounts are modest and tied to demonstrated energy savings. They can stack with a surviving DOE rebate.

SECTION 12

Build your stack — application directory

A practical three-lender stack

Slot	What it does	Good candidates
1. Primary prime	Best rates and lowest dealer fees for 680+ FICO customers. Where most of your volume lands.	**Regions** if you clear 5 years / $500K · **Service Finance** or **Synchrony** if you don't · **Wisetack** for jobs under $65K where you want flat, predictable pricing
2. Second look	Catches the declines. Higher rates for the customer, but a signed contract instead of a lost lead.	**Foundation Finance** (published 550 floor) · **Aqua Finance** for water treatment · **Service Finance "Buy Deeper"** · **PowerPay** (500+ tier)
3. Zero-fee option	A margin-preserving alternative when the customer will accept a market-rate APR instead of a promo.	**PowerPay** · **Acorn Finance** · **Momnt** · **Wisetack** at a flat 3.9%

Complete application directory

Lender	Contractor application	Phone
Synchrony HOME	synchrony.com/business/b2b/financing-solutions/credit-cards/synchrony-home	1-844-866-8014 opt. 3
Wells Fargo Home Projects	retailservices.wellsfargo.com/homeprojects.html	1-800-577-5313
Regions Home Improvement	homeimprovement.rhif.regions.com/sign-up	1-888-390-1220 opt. 2
Service Finance (Truist)	svcfin.com/business-sign-up	(866) 393-0033
Foundation Finance	foundationfinance.com/dealer-application	1-855-241-0024
Aqua Finance	aquafinance.com/dealers	877-717-9494
Time Investment	timeinvestment.com/apply	(800) 236-1177
FTL Finance	ftlfinance.com/contractor-registration	800-981-9032
Pinnacle Finance	pinnaclefinance.com/become-a-dealer	888-788-7379
Medallion Bank	medallionbank.com/home-improvement-contact	(888) 833-8570 opt. 2
Microf (lease-to-own)	dealer.microf.com	855-498-8200
Wisetack	wisetack.com/merchants-contact-us	1-833-927-0333
PowerPay	app.getpowerpay.com/merchant/signup	via contact form
Acorn Finance	sign-up.acornfinance.com	not published
Momnt	momnt.com/demo	855-943-3485 opt. 2
GreenSky	merchant-apply.cdn.greensky.com	1-844-872-7406
Hearth	gethearth.com/signup	not published
FinMkt	finmkt.io/request-demo	not published
Concora Credit	about.concoracredit.com/partner-with-us	800-942-4308
Sunlight Financial	sunlightfinancial.com/enroll	(888) 850-3359
GoodLeap	goodleap.com/contractor-form	916-475-1255
Dividend Finance	dividendfinance.com/partner-sign-up	via contact form
Upgrade	upgrade.com/home-improvement	not published

Your enrollment checklist

Have these ready before you start any dealer application and you'll finish most of them in a single sitting:

- EIN / tax ID and business formation documents
- Year the company started and current annual revenue figure

- Every owner at 20%+ — full name, SSN, date of birth, home address, ownership percentage
- Certificate of general liability insurance and any bonding
- State business license/registration and contractor's or installer's license
- Voided business check for ACH deposits
- List of states where you operate, plus average project size and monthly financed volume
- A recent distributor invoice or two (FTL specifically asks for three)

Questions on which stack fits your business?

The right combination depends on your average ticket, your trade mix, how long you've been in business, and how much of your pipeline is credit-challenged. We help contractors work through exactly that — and get enrolled without the guesswork.

About this guide. Compiled August 2026 from lenders' own published materials, federal agency sources (CFPB, FTC, HUD, IRS, DOE, USDA, Freddie Mac), and clearly attributed industry sources. Where a lender does not publish a figure, this guide says so rather than estimating. Fields marked "not published" require a conversation with a lender representative.

Verification note. Every application link was checked at the time of writing. Rates, dealer fees, credit criteria, program terms, and lender ownership change frequently — several major programs in this market changed hands or ceased originating within the last 24 months. Confirm current terms directly with each lender before quoting anything to a customer or signing a dealer agreement.