

FENSA Finance Finds Its Feet



When a homeowner asks for a quote via the FENSA website, they now have the option to pay for the work using finance. If they choose to go ahead with a FENSA Approved Installer, the homeowner will speak directly with FENSA's finance partner, Improveasy.

FENSA launched FENSA leads on FENSA.org.uk in 2020, enabling homeowners to contact a FENSA Approved Installer directly to request a quote.

On the back of that exciting (and free) member benefit, FENSA Finance has now officially launched. All FENSA Approved Installers can now offer competitive finance packages to their homeowner customers – at no cost to the installer in terms of time or money.

FENSA Leads has been a huge success with large numbers winning more work as part of their membership. The organisation is predicting the same level of success for FENSA Finance.

What is FENSA Finance?

When a homeowner asks for a quote via the FENSA website, they now have the option to pay for the work using finance. If they choose to go ahead with a FENSA Approved Installer, the homeowner will speak directly with FENSA's finance partner, Improveasy.

Installers don't have to get involved in the finance process and Improveasy will pay the installer directly once the work has been completed, taking the hassle out of chasing payments at the same time.

Who is Improveasy?

Improveasy is FENSA's finance partner, which will work directly with installers to provide homeowners with very competitive loan rates and make it easier than ever to get their windows and doors upgraded.

Improveasy is a specialist home improvement finance company that will help customers understand the options available to them.

What does this mean for the FENSA community?

It means that all FENSA members are able to tell customers they can pay for their installation using finance if they wish. All FENSA Approved Installers can oblige the customer to pay for their work via finance if that is their preferred route.

The increasing importance of finance

With the current cost of living crisis, the opportunity to pay for new windows and doors with finance provides homeowners with a convenient and flexible way of spreading the cost.

As our homes have become our sanctuary over the past couple of years, FENSA Finance now provides FENSA Approved Installers with the potential to improve their offering to customers and win more work that would previously have passed them by.

How do the payments work?

Once the homeowner has agreed to work with the installer, they speak directly to Improveasy about the rates, amount and terms of their loan. The installer doesn't need to get involved.

Once the loan has been agreed and the paperwork has been signed, installers are paid directly by Improveasy upon completion of the job, as agreed by both parties.

Another Exclusive Benefit – Free to the FENSA community

"Being able to provide customers with highly competitive payment options will help our members win more work at no cost to themselves," says Lis Clarke, Operations Director for FENSA. "The opportunity to offer flexible payment options to customers is another great way that being a FENSA Approved Installer can set an installer's business apart from its competitors and turn more enquiries into sales, particularly in the current economic climate.

"And thanks to FENSA's partnership with Improveasy, the whole process is hassle-free too." 

For more information on FENSA, including details of how to join, visit: www.fensa.org.uk