



Volume 1 / Issue 1 February 2023

WHO IS ROSSI FINANCIAL INC.?

Finance West ownership is changing. Ian Turnbull, the Director of Finance West since 2010, is the owner of Rossi Financial.

Rossi Financial has purchased a new stand-alone location to better service all of our Dealer Partners.

We have secured additional funding and plan to expand our programs in the months and years to come.

Thank you for your support!

NEW NAME, NEW PORTAL

Along with our new name we anticipate launching a new portal by the end of March. The new portal will improve our speed of approvals, communication, printing of documents, and simplify the overall dealer experience.

NEW NAME, ENHANCED PROGRAMS

Last year Murray Browne, our Regional Dealer Development manager visited many dealerships in Alberta, British Columbia and Saskatchewan. We had great success with 85+ dealers signing up. We listened to dealer feedback to understand where some barriers to the acceptance of our programs existed.

As part of the launch of our new portal we will be introducing a dealer reserve program, more flexibility around the requirement of GPS and up to 72-month terms in the Drive Plus program. The newcomers rate program will continue.

NEW NAME, STILL AN EQUITY LENDER

We remain an equity lender, clients funded through our program are in a much better position with lower monthly payments, lower interest charges and the realistic ability to be able to sell or trade-in their vehicle in the future and not be upside down in their loan. Clients with little or no down payment typically do not qualify for our programs.

“I never lose, I either win or learn.” N. Mandela

How our program helps credit challenged customers?

Our relationship with a customer lasts the full duration of the loan. Our goal is for the customer to be successful. We do this by having a maximum 25% interest rate and insist on a meaningful down payment putting them in a positive equity position as soon as possible. We also offer customers the

ability to reduce their interest rate after 12-24 months (o.a.c). Over a 4-year term a customer who starts on a 25% loan on our program and qualifies for a rate reduction will pay almost \$5,000 less interest than if they had taken out a 29.9% loan and \$7,500 less if they had taken out a 34.5% loan through a competitor. Despite our initial administration fee being higher, our program can save your customer a significant amount in interest expense.

Dealer Transition Process

The process to migrate from Finance West to Rossi Financial Inc. is easy. You will be receiving a one page “Assignment of Dealer Agreement” and once signed that is all you need to continue. If you have any questions please contact Murray Browne, Regional Dealer Development, directly at: 780.994.1973 (call or text) or via email at: murray@rossifinancial.ca

PROGRAM COMPARISON: LENDER FEE + INTEREST ONLY			
Loan amount: \$20,000		Term: 48 months	
	Rossi Fin.	Comp 1	Comp 2
INTEREST RATE	25.00%	29.90%	34.50%
Admin Fee	\$1,595	\$800	\$800
Monthly payment	\$690	\$719	\$773
Total Interest payment	\$12,301	\$14,510	\$17,123
Extra interest cost over term	\$0	\$2,209	\$4,822
Lower interest rate & higher admin =			
Lower payments + Interest savings for your customer			