



FAQS - SOW for Ascentium Information on Vendor's Website

What is the purpose of the Statement of Work ("SOW")? The SOW is the agreement that permits Ascentium to place its financing information on the Vendor's website.

Does the Vendor review and approve the Ascentium information before it goes live on the Vendor's website? Yes, the Ascentium financing information will NOT go live on Vendor's website unless and until Vendor approves the information in writing after testing is completed.

Can the Vendor remove the Ascentium information from its website? Yes, Vendor can remove the Ascentium information at any time. We just request that the Vendor provide us with notice if it intends to remove the Ascentium information.

What is covered in the SOW?

Scope of Work: This Section summarizes the standard financing information Ascentium will place on the Vendor's website and also some optional features. Optional features include a link to iCalc to generate payment quotes and payment buttons next to specific equipment the vendor has listed for sale on its website. See attachments to this FAQ for screen shots of the Ascentium information.

Design, Testing and Implementation Process: This Section describes the process for getting the Ascentium Information onto the Vendor's website. The Ascentium Information does not go live on the Vendor's website until the Vendor approves the Ascentium Information in writing.

Actions and Modifications to Ascentium Information Following Implementation: This Section states that neither party can modify the Ascentium Information without the consent of the other except it permits Ascentium to update the Ascentium Information for specified reasons. In addition, this Section provides that either Vendor or Ascentium may remove the Ascentium Information from the Vendor website at any time without the consent of the other party.

Ownership and Intellectual Property Rights: This Section states that Ascentium owns all intellectual property rights relating to the Ascentium Information and grants Vendor a non-exclusive right to use the Ascentium Information on its website.

Miscellaneous: This Section provides, among other things, that (i) Ascentium may place its financing information on other vendor websites; (ii) there is no charge to place the Ascentium Information on Vendor's website; (iii) Ascentium does not make any reps or warranties regarding the Ascentium Information; (iv) Vendor indemnifies Ascentium if any claims are made against Ascentium as a result of the Vendor's unauthorized modification of the Ascentium Information or relating to Vendor's products or services, unless such claim results from the gross negligence or willful misconduct of Ascentium.



What happens after the Vendor signs the SOW?

1. The vendor will need to identify a contact IT person to work with our IT (Dennis Fitzgerald).
2. Ascentium (Dennis Fitzgerald) will email to the vendor a **coding script** to be added to the vendor's website.
3. Ascentium will be in contact with vendor regarding any optional features or non-standard changes to the Ascentium Information (e.g., colors can be modified). Not all optional features are available for all vendor websites.
4. Once the coding script is on the vendor's website, Ascentium will add the standard Ascentium information and any non-standard options agreed to between Ascentium and the vendor to a staging environment on vendor's website and do some initial testing.
5. Once the Ascentium Information is in the staging environment, Ascentium will email vendor a demo link to this staging environment. The vendor can share this link with its staff who will review and test the Ascentium information.
6. Once vendor approves the Ascentium information, the vendor will sign Exhibit A to the Agreement authorizing Ascentium to release the Ascentium information onto vendor's live website.
7. Ascentium will notify vendor when the information is live on vendor's website.

[See following pages for samples]

Sample of Optional Payment Buttons Next to Vendor Equipment listed for Sale



**COATS Maxx 80
Rim Clamp Tire
Changer**

Item # 800MAXX80

\$9,850.00

AS LOW AS **\$231 /mo**

[CLICK TO APPLY](#)



**HOFMANN Monty
8100S Center Post
Tire Changer
w/Swing Arm**

Item # EEWHT68AC

\$11,067.00

AS LOW AS **\$260 /mo**

[CLICK TO APPLY](#)



**HOFMANN Monty
1270 Swing Arm
Tire Changer 10" -
22"**

Item # EEWHT64AU1

\$4,646.00

AS LOW AS **\$109 /mo**

[CLICK TO APPLY](#)



**HOFMANN Monty
1575 Swing Arm
Tire Changer 10" -
26"**

Item # MONTY1575B

\$5,573.00

AS LOW AS **\$131 /mo**

[CLICK TO APPLY](#)

PRINTER WITH CLEAR/PRIMER

\$72,999⁰⁰ ~~\$78,000⁰⁰~~

SAVE \$5,001

Payments as Low as
\$1,605 /mo



[Click to Apply Now!](#)

Following Page shows Standard Ascentium Information

(note: "Vetrics" is a fake vendor name)



Fast. Flexible. Financing.

Vetrics wants to offer you a quick and convenient way to purchase their equipment. This is why they teamed up with a specialized commercial lender, Ascentium Capital.

[APPLY NOW](#)

Acquire the complete solution with flexible payments:

Financing and leasing up to \$2.0 million¹

Application-only up to \$400,000

\$0 down and low introductory payment options

Fast credit decisions & broad terms

Potential tax savings²

Plus:

Our 100% financing program enables you to bundle expenses such as shipping, tax and more. This means you may avoid out-of-pocket expenses.

Apply today:



Click
Apply Now



Receive a Quick
Credit Decision



Review & Sign
Documents

It's
that
easy!

Get Started

Fill out the quick credit application to request financing today!

[APPLY NOW](#)

Request a No Obligation Quote Today

Judith Younger, Sales Resource Trainer

281.348.2048 | JudithYounger@AscentiumCapital.com

About Ascentium Capital

Ascentium Capital, a division of Regions Bank, is an award-winning commercial lender. They offer fast and flexible business financing through a consultative approach. Your finance specialist will help develop a payment option to meet your business needs.

What Clients Are Saying

"Made expanding my business not only affordable but worthwhile. I am sold on Ascentium. The business model is phenomenal. I plan on using them again in the real near future."
- S. Orlando