

When Marketing Affirm

Please remember...

1. Review Affirm's [Marketing Compliance Guides](#).
2. Follow Affirm's Marketing Best Practices [here](#).
3. Use our library of [easy-to-implement designs](#) with Affirm's branding assets.

Home Improvement Merchants

Add “**Equal Opportunity**” language to your disclosures

- a) For **Social Media** use:

“Payment options through Affirm are subject to eligibility, and are provided by these Equal Opportunity lending partners: affirm.com/lenders”.

- a) For **Email & Print** use:

“[\[insert applicable marketing disclosure here - see Marketing Compliance Guides\]](#). Affirm and its lending partners do business in accordance with federal Fair Lending laws.”

Note: You must submit any consumer-facing email, print and social media communications, that reference Affirm as a payment option to Affirm for review and approval.

Questions?

If you have a question or concern on how to market Affirm, you can reach Affirm by visiting businesshub.affirm.com

In-home Sales

Compliance Supplement

Affirm & In-home | Know the Rules

- Be cautious when presenting quotes or making a sale in these locations, as offering Affirm in these locations is not permitted:
 - In the customer's home
 - At the customer's workplace or in dormitory lounges
 - At facilities rented on a temporary or short-term basis, such as hotel or motel rooms, convention centers, fairgrounds, and restaurants
- **Do not** take payment while you are in any of the locations above
- **Do not** mention, solicit, or volunteer the availability of Affirm or any other financing options to your customers while you are in any of the locations above

You can communicate to customers about Affirm and take payment **before** you visit their home (or the other locations listed above), or **after** you leave their home (or the other locations listed above).

- Only **sales representatives** who have **completed Affirm training** can follow up with customers before or after they have left the home to discuss financing options

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