



PRIORITY ONE ADDS LENDERS TO THEIR ELECTRONIC CLOSING PROCESS

St. Petersburg, Florida, December 11, 2018 – Priority One Financial Services, Inc., the recreational industry’s oldest and largest F&I outsourcing provider, is excited to announce the addition of two new lenders to their electronic signature process called EZ-Sign™.

Priority One was first in the recreational market using electronic signature technology and the addition of Medallion Bank and Aqua Finance, Inc. to the platform is the next step in their expansion of electronic signature offerings. EZ-Sign™ enables Priority One dealerships to complete loan closings electronically using DocuSign, the world’s leading electronic signature company. “We are excited to bring more lenders into our EZ-Sign™ closing process making finance deliveries easier for our dealers and their customers,” says Lorraine Mariotti, Priority One Vice President of Lending. “This technology simplifies the closing process for our dealer partners by reducing 98% of the loan documents needing to be signed at delivery, eliminating costly delays in funding and revolutionizing the way recreational loan closings are being done currently today. In addition, it helps our lender partners be more efficient by speeding up their funding process.”

This technology is also attractive to consumers because it provides flexibility to sign loan documents at a place and time that is convenient for them, whether it’s at home, on their cellphone or when they are at the dealership. “Not much about the loan closing and delivery process has changed in our industry since Priority One unveiled the electronic contracting process many years ago. While this was an advancement at the time, electronic signatures help our industry meet the demands of an ever increasingly tech-savvy consumer,” says Heather Mariscal, President of Priority One.

Priority One anticipates having their dealers use the electronic signing process with at least five marine & RV lenders by the first of 2019.

Dealers can contact Priority One at 800-419-1341 for more information.

About Priority One Financial Services

Priority One has been serving the recreational industry since 1987. Acquired in 2007 by Forest River, Inc. a Berkshire Hathaway company, Priority One serves as the F&I managed services provider for hundreds of dealers nationwide. For more information, visit www.P1FS.com.