

## Offer Your Customers an Installment Plan, and Get Paid In-full - Upfront

The cost of well drilling or repairs can cause your potential customers **sticker shock**. But you can ease the pain by offering them an **installment plan**.

There are some great third-party financing options that will allow you to extend your customers financing. *They* take on the financial risk, *you* get paid in-full, and *your customer* gets an installment plan that makes the job affordable.

The benefits of offering an installment plan:

- Offering financing can give you a competitive advantage over your competition, as you are providing a service that others may not. And it may help you close the sale.
- You get payment in-full within 2 to 3 days of service and the financing company takes on the financial burden.
- You will not have to worry about potential bounced checks or chasing down payment.

There are a few cons to third-party financing, such as the reputation of the financing business can affect the reputation of yours. There can also be additional fees to third-party financing, so make sure to account those into the cost of doing business.

Some options that would work well in the water well industry are *Square Installments*, *Flexxbuy*, *Aqua-Finance* and *Greensky*, but there are dozens of other reputable companies offering financing services. Here are a few articles that we thought would be helpful when researching third-party financing:

[Why should your business offer financing to customers?](#)

[The Small Business Guide To Customer Financing Programs](#)

[How to Offer Customer Financing to Convert More Buyers](#)

[Introducing Square Installment Plans](#)