



U.S. Bank Avvance Added to Pure Finance Group's Home Improvement Lending Platform

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*Second partnership for Avvance as point-of-sale (POS) lending continues to scale*

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank Avvance, a real-time, point-of-sale lending solution, has been selected by Pure Finance Group to support the home improvement lender's next growth effort.

The integration of Avvance enabled Pure Finance's efforts to expand into the HVAC segment and is the latest fintech platform to leverage Avvance to provide real-time point-of-sale lending for its own clients.

"U.S. Bank Avvance supports business growth of our partners by providing financing options at the time of sale to meet customers' demands, coupled with the reliability of the 5<sup>th</sup> largest commercial bank in the United States," said Rob Seidman, head of U.S. Bank Avvance. "We're excited to support Pure Finance's expansion into a new segment with Avvance, as we continue to discover partners who want the flexibility that real-time point-of-sale lending brings."

Founded in 2018, the Maryland-based Pure Finance has provided financing for more than 20,000 homeowners through its lending platform developed to support home improvement contractors.

"We're thrilled to leverage the kind of innovative lending product like Avvance from an innovative and reliable banking partner in U.S. Bank," said Ed Meister, CEO at Pure Finance Group.

Avvance is the latest addition to U.S. Bank's deep capabilities that bring together banking and payments. Launched in October 2023 as U.S. Bank's first real-time consumer lending product, Avvance provides APR-based consumer term loans at the point-of-sale. Focused at launch on providing real-time financing for home improvement and healthcare clients, the Avvance team is continuing to explore how to further expand the innovative point of sale solution to additional segments.

To learn more about Avvance, visit [www.avvance.com](http://www.avvance.com).

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