



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

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

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank Avance, 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 Avance enabled Pure Finance's efforts to expand into the HVAC segment and is the latest fintech platform to leverage Avance to provide real-time point-of-sale lending for its own clients.

"U.S. Bank Avance 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 Avance. "We're excited to support Pure Finance's expansion into a new segment with Avance, 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 Avance from an innovative and reliable banking partner in U.S. Bank," said Ed Meister, CEO at Pure Finance Group.

Avance 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, Avance 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 Avance team is continuing to explore how to further expand the innovative point of sale solution to additional segments.

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

### About U.S. Bancorp

U.S. Bancorp, with approximately 70,000 employees and \$676 billion in assets as of March 31, 2025, is the parent company of U.S. Bank National Association. Headquartered in Minneapolis, the company serves millions of customers locally, nationally and globally through a diversified mix of businesses including consumer banking, business banking, commercial banking, institutional banking, payments and wealth management. U.S. Bancorp has been recognized for its approach to digital innovation, community partnerships and customer service, including being named one of the 2025 World's Most Ethical Companies and one of Fortune's most admired superregional banks. Learn more at [usbank.com/about](https://usbank.com/about).

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