



U.S. Bank Avance Expands Embedded Financing Network with Three New Integrated Partners

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MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank today announced the addition of three new integrated partners to its Avance point-of-sale lending platform, further accelerating the growth of its API-driven embedded financing solutions. KabelSync, Strictly, and United Credit, have launched Avance as an embedded payment option within their platforms, enabling merchants to offer flexible financing at the point of need.

Avance continues to focus on delivering seamless financing experiences for merchants and consumers in **home improvement** and **elective medical** segments—two industries where affordability and access are critical. Through robust APIs and low-code integration options, partners can now embed U.S. Bank’s trusted lending capabilities directly into their workflows, creating frictionless experiences for customers.

“Avance is built to help our partners grow by meeting consumers where they are—at the point of decision,” said Rob Seidman, head of U.S. Bank Avance and Point-of-Sale Lending. “With these new integrations, we’re expanding choice and flexibility for merchants and consumers alike, while reinforcing our commitment to home improvement and elective medical financing.”

Among the new clients using Avance to meet merchants needs is Strictly, which offers an API-first payment orchestration platform designed for speed, compliance, and scalability.

“It’s not only our intention to please and satisfy our customers, it’s our intention to amaze them,” said Orlando Alvarez, Founder and CEO of Strictly. “Avance fits perfectly into that vision, giving our merchants a powerful financing option that drives conversion and customer satisfaction.”

Learn more about U.S. Bank Avance at www.avance.com.

About U.S. Bancorp

U.S. Bancorp, with approximately 70,000 employees and \$695 billion in assets as of September 30, 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.

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