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Cherry helped us **close sales** and open up a whole avenue of clientele who want **more affordable payment plan options**. Out of all the vendors we work with, **Cherry is the best at giving us personal one-on-one support**. As new business owners, our time is very valuable. We need tools that are **easy to use and user friendly** for clientele. Cherry has been so easy for everyone to use.

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– Nyssa & Geanie,
Practice Owners

Success Stories *with* **Cherry**

The Story

Coming from corporate aesthetics, Geanie and I saw how popular tattoo removal was but that laser machines targeting all skin types and colors were limited. We were referring patients out to other clinics, as far as 30 - 45 minutes away, to continue their tattoo removal process. We decided to open our own practice instead and reached \$100K in the first 9 months. We knew we needed a payment plan because these are investments. **We wanted financing that wasn't limited to just high income folks to help them move forward with the procedures.** No hard credit check.

The Goal

- Reach \$100K in revenue in the first 12 months
- Make higher cost tattoo removals more affordable for clients

The Cherry Solution

- **Cherry was so simple to use.** I can send an application via text message, and the clients can complete the form in front of me on their phone.
- **No hard credit check.** People are willing to apply because of that feature.
- We get clients approved before their procedure. When they call for an appointment, we get general info about the tattoo to estimate the cost, then present Cherry to see how much they are approved for. This helps us discuss pricing later.
- Use Cherry's payment estimator for clients to visually compare costs. Very effective.
- Makes payment less overwhelming. \$2500 v. \$100/mo. Can take 6 months to 2 years.
- **Marketing resources** — texts, emails, custom social media. Clients apply with Cherry before they even contact us! Cherry helped get us leads too.

The Results

- ✓ Reached **\$100K in revenue** within 9 months
- ✓ **36% of our revenue** was from Cherry
- ✓ Made **\$1500+ treatments more affordable** for our clients
- ✓ Allowed both of us to go full time at our practice

See how Cherry can help your business! Sign up for a quick, free demo at withcherry.com/book-demo