

Wells Fargo Retail Services

Wells Fargo at-home application

Follow these steps to meet the requirements for advertising financing and linking to our at-home application. Advertisers who do not meet these requirements will not receive an at-home application link.

Step 1

Easiest ✓

Option A:

Download web banners and financing page

- Use the button below to access our web banners and financing page. These resources are also available in the **Online Resource Center** on the Marketing tab under Downloadable Web Banners.
- Banners must remain the original size and not be altered in any way.
- Use the provided financing page to create a page on your site where you will place the at-home link.

Download web banners

Option B:

Create your own web banners and financing page

- Determine if you are using general advertising or promotion-specific advertising with trigger terms. See page 2 for details.
- Create your web banners and financing page according to the requirements in our **Advertising Guidelines**.

Step 2

Email the following to **RSFAtHomeInternetApplication@wellsfargo.com**:

- A link to the test pages (or screenshots of the pages) that mention financing.
- The completed at-home link application form found on page 3.

Step 3

Wells Fargo Retail Services will review your webpages.

- If your webpages are approved, we will provide an at-home application link via email.
- If your webpages are not approved, incorporate the required changes and resubmit them.

Things to know when using financing-related terminology

When creating financing ads, there are many things to consider — like the amount of space available, the length of time the promotion is in place, the level of complexity you prefer, and so on. The table below provides helpful tips when advertising a financing promotion.

Approved	Not approved	Why?
Special financing Promotional financing	Free financing	When advertising financing, words matter. Proper headline usage ensures you are accurately describing the financing product you are promoting. Refer to the Advertising Guidelines to review general and trigger term advertising differences.
	Interest-free financing	
	No interest (w/o term length)	
	Zero interest	
	0% interest	
	Same as cash	
Convenient financing Easy application	Easy financing	To avoid misinterpretation that financing is easy for everyone, as financing may be a financial burden to some.
Manageable/ Convenient/Special	Affordable	Each consumer situation is unique and we cannot assume that credit is affordable or that they consider the given APR as “low.”
	Low APR	
Make monthly payments	Save	With special financing, customers are paying over time (rather than saving money) and in some instances do pay interest or fees.
	Save money with financing	If your offer features a discount, there must be a clear separation between “save” and the financing offer.
Convenient/Special monthly payments	As low as	Monthly payment advertising requires an actual payment amount, along with the length of time to repay, and total of payments.
	Low monthly payments	
Monthly payments are required on all financing promotions	No payments	All financing promotions have a minimum monthly payment.
	No payments for [XX] months	While customers receive products or services today, they are required to pay over time until their balance is paid off.
	Buy now, pay later	
Special financing for [XX] months	Up to [XX] months	These terms can imply that some information isn’t being disclosed and can be misleading.
	As low as [XX] APR	
Fast credit decisions Quick credit decisions	Instant approval/ Guaranteed approval	Approvals may be fast, but they’re not instant; and approvals are not guaranteed, as some customers can be declined for credit.
	No credit check/ No credit needed	A credit check is always required as part of our application process.
	WAC, OAC, other abbreviations	Consumers do not understand what these mean, spell out for transparency.
Issued by Collaborating with Working with Teaming up with	Wells Fargo logo or other visual brand representations	The Wells Fargo brand is protected and follows standards that must be adhered to.
	Referring to Wells Fargo as your partner	Do not use Wells Fargo brand elements without express permission.

If you are looking for the simplest approach to advertise financing, try these headlines:

Special financing for [XX] months* | Convenient monthly payment available* | Ask about our financing options*

With each of these headlines, only a short disclosure is required (displayed in 10 point/13.4 pixel font):

*With approved credit. Ask for details.

Looking for something more specific? Please review the headline and disclosure requirements for the plan you are promoting in the **Advertising Guidelines**.

Wells Fargo Retail Services At-Home Link Application

Please fill out this form completely to request a Wells Fargo Retail Services at-home application link for your website.

Requested by

Date of request

Merchant information for website

Merchant name

15-digit Wells Fargo merchant number(s) that you want your link(s) assigned to

Merchant website address

Internal contact for your company

Name

Phone number

Email address

Contact information for this website request

(Person to whom the link and updates will be sent, if different from above)

Name

Phone number

Email address

Other information

Email completed form to:

RSFAtHomeInternetApplication@wellsfargo.com

[Clear form](#)

[Save form](#)