

VO is 2 min 24 sec per <https://www.thevoicerealm.com/count-script.php>

Screen/Framer	Voice Over	Copy on Screen	Visuals
		<Acima logo>	Acima Logo
1	Did you know that 5 of 10 shoppers that walk through your door...	5 out of 10 shoppers	Image of 10 people appear quickly on screen, popping up one at a time, in a row.
2	have little or no credit?	have little to no credit  Source: 2019 Consumer Credit Review. Experian. <b>&lt;small&gt;</b>	5 of the people are separated from the 10.
3	Where do those people – 50% of all shoppers – turn when they need to make a major purchase?	?	Question mark separates people.  A generic retail location appears behind the remaining five people. A sign on the retail location reads: "Your Store."  Allie, our merchant, sweeps into frame in the foreground. She motions toward her store and smiles, obviously proud.

4	When you offer a lease from Acima,  the answer is ...  your store.		The words: “Now Offering Acima” appear under “Your Store.” All five people seem interested, and Allie seems encouraged.
5	Acima is a simple, No Credit Needed alternative to traditional financing.  Here’s how it works.	<A9cima logo>  <b>No Credit Needed<sup>1</sup></b>	The Acima logo animates in. <b>Swap for solid white acima logo.</b>
6	Let’s say a shopper needs an item you sell, but is short on cash or credit.		Same visuals as customer video.
7	Enter you and Acima.		Same visuals as customer video.
8	With just a short application done on a phone, in store, or online, Acima approves most customers <b>for \$500 to \$5,000</b> in just seconds.	Apply  Decisions in seconds  <b>\$500 to \$5,000</b>  Maximum leaseable value amounts depend on goods sold. <b>&lt;small&gt;</b>	Same visuals as customer video.
9	No credit needed. No hassle.	<b>No Credit Needed<sup>1</sup></b>  No hassle	

<p>10</p>	<p>All your customer needs to apply is</p> <ul style="list-style-type: none"> <li>• The same source of income for 3 months — compared to six for most other programs.</li> <li>• At least \$1,000 deposited in checking each month</li> <li>• And a checking account in good standing.</li> </ul>	<p>3 month income history</p> <p>\$1,000 monthly income</p> <p>Checking account</p> <p>Subject to approval.&lt;small&gt;</p>	<p>Same visuals as customer video. The disclosure shows in a similar way as the customer video.</p>
<p>11</p>	<p>If approved, your customers are ready to shop. And for low to no initial payment take home the items they need today...</p>	<p>Low to no initial payment</p> <p>Take home items today</p>	<p>Same visuals as customer video</p>
<p>12</p>	<p>You close more sales and your customers enjoy flexible renewal payment options that meet their individual needs.</p>	<p>Flexible renewal payment options</p> <p>Fit your customers' needs</p>	<p>Calendar; same as customer video</p>
<p>13</p>	<p>And if your customer wants to purchase early ... no problem!</p> <p>Customers can purchase anytime to save money.</p>	<p>Purchase options to save more</p>	<p>Same visuals as customer video</p>

14	Customers who choose the 90-Day Purchase Option pay only Acima’s price and usually just a \$10 purchase fee — that’s compared to up to a 7 or 8% fee for many programs.	90-Day Purchase Option (3 Months in CA)  Typically a \$10 purchase a fee	Same visuals as customer video ( <i>add more emphasis on 90 days</i> )
15	Customers that purchase early after 90 days still save 35 to 55% on their remaining lease payments.	Purchase early  save 35 to 55%	Same visuals as customer video
16	Acima even reports lease activity to Experian.	On-time renewal payment	Same visuals as customer video.
17	And Acima does marketing and remarketing		Our customer sees POP in-store and then an email and FB post or web banner on a phone/tablet.
18	to drive new and repeat customers to your store for you.		He walks back into “Your Store.”
19	The best part, you pay no or a low merchant fee in exchange for closing more sales.	No or low merchant fee.	Show 3 merchant fee / initial payment options and/or customers taking merchandise out of store?
20	Acima provides all the P-O-P you need and a dedicated account manager to get you up and running.		Allie appears as images of marketing collateral fly in. Allie likes what she sees.
21	The bottom line for you, 52% of Americans have less than prime credit. Many don’t have cash or want to use their credit.	52% of shoppers have less than prime credit	Lots of customers appear, each with a \$ sign over their heads, filling the screen.  “52%

22	Roughly a-third can't qualify for traditional financing.	⅓ don't qualify for traditional financing.	Suddenly, 1/3 of the people and their \$ are separated from the rest...
23	A hassle-free No Credit Needed lease-purchase from Acima lets you turn those shoppers into customers and move more inventory.	Turn shoppers into customers	... and disappear.
24	To enroll now, just contact your Acima rep. Then get ready to turn more shoppers into customers when approved.	<p>Ready to get started?</p> <p>Contact your rep today.</p> <p>Sell more when approved.</p>	We bring Allie back in.
25		<p>1. The advertised service is a rental- or lease-purchase agreement provided by Acima. It is not a loan, credit or financing. While no credit history is required, Acima obtains information from consumer</p>	Acima logo

		<p>reporting agencies in connection with a lease application. Not available in MN, NJ, WI, or WY. Merchant participating locations only. Not all applicants are approved. See lease for details.</p> <p>Maximum leaseable value amounts depend on goods sold.</p> <p>Copyright © 2020 Acima Credit LLC. All right reserved.</p>	
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