

# KASASA®

## **Kasasa® Partners with rateGenius to Offer Kasasa Loans™ on Behalf of Kasasa's Community Financial Institution Network**

**AUSTIN, Texas, Nov. 13, 2018** – [Kasasa®](#), an award-winning financial technology and marketing provider, announced today that it has partnered with [rateGenius](#), a nationwide, web-based vehicle refinance loan platform.

With more than 150 lenders across the country, rateGenius helps customers find the most competitive vehicle refinancing options for their cars, trucks and SUVs. Through this partnership, rateGenius is expanding its offering to help consumers focus on more than just interest rate. By working with community banks and credit unions that offer [Kasasa Loans](#), the only loan with take-backs™, rateGenius will help local communities gain access to the most transparent loan available on the market today.

“At rateGenius, our goal is to improve the financial lives of our customers by connecting people, products and technology to find consumers the best auto loan option,” said Chris Brown, CEO and Founder of rateGenius. “We do this by using our innovative origination platform, together with our network of more than 150 lending institutions nationwide, to shop multiple offers and present the best option for the customer. We’re thrilled with this partnership and the ability to now include Kasasa Loans as an option for consumers.”

The Kasasa Loan™ is transforming the way people think about borrowing money and paying it back by introducing a new concept called “take-backs.” It is the only loan that lets the borrower pay ahead to reduce debt, but take that extra back if they need it, making it the most people-friendly loan. In fact, Kasasa Loans are preferred by nine out of 10 consumers over comparably priced loans, and in extensive testing, 98 percent of consumers said they would refinance existing debt at the same rate in order to get a Kasasa Loan with the take-back functionality.

“Consumer household debt continues to be at an all-time high, making it imperative that consumers have access to loan products that empower them to make better decisions and reduce debt,” said Gabe Krajicek, CEO of Kasasa. “Consumers looking to refinance their auto loans can now take control of their finances with the Kasasa Loan.”

Kasasa Loans also feature a sleek app that allows borrowers to manage their debt by showing them the status of their loan in just seconds. They can also see the impact of payment changes before they make them, providing them more control and enabling them to make better financial decisions.

Krajicek added, “rateGenius and Kasasa share a common mission – to help both financial institutions and their customers by connecting them to products that are good for the consumer. This partnership is a natural fit for us, and we’re excited about the opportunities it will provide our network of community financial institutions as well as the value it will provide for consumers.”

### **About rateGenius**

Based in Austin, Texas, rateGenius is a nationwide web-based auto refinance lending platform. With a network of over 150 lenders across the country, rateGenius matches customers with the most competitive interest rates to refinance their cars, trucks, and SUVs rateGenius has facilitated over \$7 Billion in auto loans since its inception, and counting. RateGenius' online application is quick, simple, and available from the comfort of your own home at <https://www.rategenius.com>.

### **About Kasasa**

Kasasa® is an award-winning financial technology and marketing provider. Based in Austin, Texas, with 400 employees, Kasasa® helps more than 800 community financial institutions establish long lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company reinvented checking and is now reinventing lending through its latest patent-pending offering, Kasasa Loans™. Learn more about Kasasa®'s innovative products and services:

[Reward Checking Accounts](#)

[Kasasa Loan™ – The only loan with take-backs](#)

[Marketing & Technology](#)

[Websites That Sell](#)

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