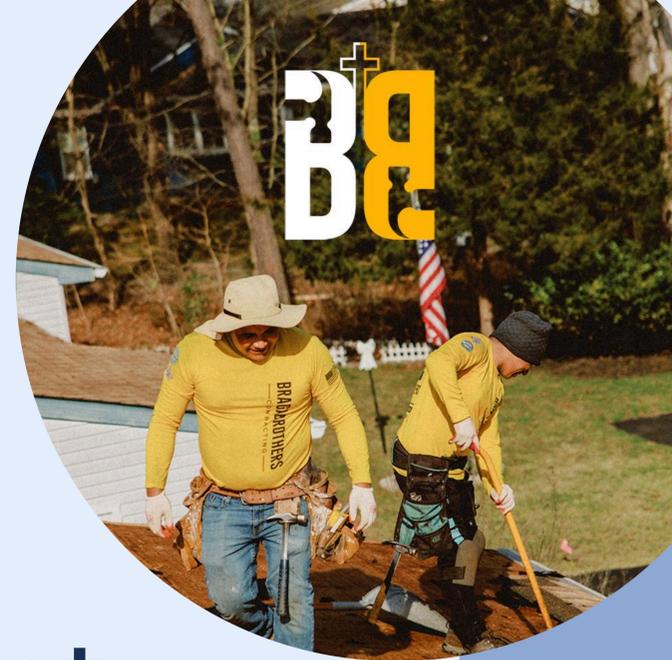


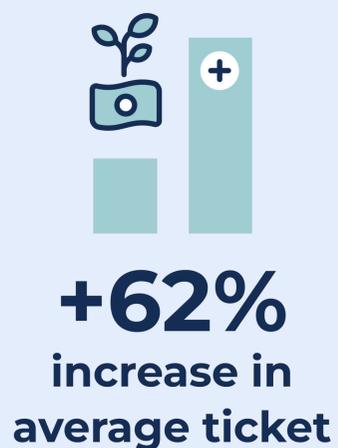
## CASE STUDY

# Scaling Success: How Braga Brothers Boosted Average Ticket 62% with Momnt Financing



## Introduction

Braga Brothers, a leading exterior home improvement contractor operating across New York, New Jersey, and Pennsylvania, has experienced a transformative shift since partnering with Momnt for customer financing. Led by owner Lucas Braga, this explores how Momnt's innovative financing solutions empowered Braga Brothers to overcome significant sales challenges and boost revenue.



## Navigating the High-End Market Challenge

Braga Brothers specializes in a comprehensive range of exterior services, including roofing, siding, windows, doors, decks, and gutters. Prior to integrating Momnt, the company faced a persistent hurdle: **being perceived as the "highest price contractor"**. This often made sales a strenuous process, leading to flat cash flow. Customers were hesitant to commit to large, upfront expenses.

## Momnt: The Catalyst for Growth

The turning point came when Braga Brothers identified the need to offer more flexible payment options. Momnt proved to be that partner, becoming the primary financing solution in 2023.

**The impact was immediate and dramatic.** Braga Brothers transitioned from having only 7% of deals financed to an astounding 80%.

### With Momnt





This shift fundamentally altered their sales approach; instead of a "hard sell" on price, they could now lead with attractive financing options. This strategic change had a profound effect on their average ticket size, which soared from \$23,000 to \$37,000 within a year—an impressive 62% increase. The increased ticket size directly translated into a substantial increase in profit.

## Transformative Business Outcomes

The introduction of Momnt financing triggered a domino effect of positive outcomes for Braga Brothers. Improved cash flow became a cornerstone, enabling the company to stabilize its finances and invest in growth. This newfound stability allowed for significant team expansion. Lucas Braga emphatically states that Momnt has made them "a lot of money," highlighting several key metrics:



### Revenue & Profit

Direct increases due to higher average tickets and improved margins.



### Operational Efficiency

One-call close rates surged to 95%, making the sales process more efficient.



### Scalability

The enhanced cash flow and sales efficiency provided the foundation for scaling the team.

## Unwavering Support and Customer Appreciation

Lucas Braga attributes their choice of Momnt to the unparalleled support they receive.

**“There's no price we can pay for a service like the responsive and dedicated assistance Momnt provides.”**



**Lucas, Braga Brothers**

## Outcome

In essence, Momnt financing didn't just provide a payment solution for Braga Brothers; it provided a strategic advantage, transforming their sales process, fueling exponential growth, and fostering deep appreciation from both their team and their high-value customers.

### Special Offer

for IBS attendees

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