

The Story

- Client's 13-year-old cat went into the clinic twice for vomiting blood
- ⬇ **1st visit:** Client denied all diagnostics and went home with no treatment due to lack of funds.
- ⬇ **2nd visit:** Occurred after the clinic signed up with Cherry. The client was approved for ~\$6K and was able to get ultrasound, bloodwork, and clotting tests
- ✓ Discovered the cat had a bleeding GI ulcer. Client was given medication, and the cat is completely back to normal.
- The only alternative was to recommend euthanasia
- Honnas Veterinary experienced multiple cases in their first 30 days with Cherry where Cherry was the difference between euthanasia and not.

“

It's really scary to think that **without Cherry, our only other option would have been to recommend euthanasia.** ”

Nick, Practice Manager at Honnas Veterinary





“
Cherry makes the job **a lot easier** for our staff & for our veterinarians. We've had a **huge increase** of people being able to get the top standard of care, not just emergency care, but everything such as routine care, heartworm tests, fecals, all of the vaccinations. ”

Nick, Practice Manager at
Honnas Veterinary

SUCCESS STORIES with Cherry

The Power of Cherry

- Majority of clients choose Cherry because of no deferred interest and most qualified for **0% APR**.

No deferred interest is especially important for Honnas Veterinary, who does not want their staff to potentially force clients into bad financial decisions with deferred interest loans when their pet is sick or worse. Cherry eliminates this concern.

- Honnas Veterinary had a tough time selling medicine for fleas / ticks / heartworm, priced between \$50 - \$200. Sales are now happening daily since they can be financed with Cherry. Within the first 30 days:
 - ✓ **25% increase** in flea / tick medicine sales
 - ✓ **5% increase** in Proheart sales (significant due to pre-existing high volume)
- Increase in hospitalizations
 - ✓ **15 cases** vs 5 cases last month
 - ✓ **70%** of overnight cases **paid with Cherry**, from \$2K - \$4K
- **~90%** of clients who applied for Cherry **got approved**,* even those who didn't expect to be.
- Onboarding / training was extremely thorough. Staff felt prepared on Day 1. Cherry support was “super different” from other providers.

* 91% of applicants that didn't require additional verification were approved in April 2025

Summary

- ✓ Cherry saves actual lives in emergency settings when clients can afford those critical procedures for their pets
- ✓ Cherry relieves staff from having tough pricing conversations, especially when there's a common misconception that vets are just trying to "take your money"
- ✓ Cherry's soft credit check and true 0% APR are very client-friendly, staff does not feel guilty about their client potentially being hurt financially
- ✓ Cherry boosts routine care compliance
- ✓ Cherry's next-level support made staff feel prepared and confident in offering Cherry Payment Plans as a payment option

“

People apply for Cherry and they're like, 'I got approved for so much!' We definitely get a lot of good feedback - it takes no time at all, it's **super easy**. Our clients are definitely happy with how quick that process is. ”

Nick, Practice Manager at
Honnas Veterinary

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

