Today's Issues with Traffic and Leads

- Currently:

  - Dealers spend a lot of money to generate leads, to drive traffic to the showroom, website and service department with mixed results.

  - Special finance leads have always been tough.

  - Internet leads aren't always the highest quality due to bad information, lack of interest or motivation to buy a car.

Introducing *NEW* Database Monitoring

- **NOW:**
  - **Monitor your dealership's customer** and prospect database with the ability to filter based on FICO@ parameters to make offers to the right customers at the right time.

- **These customers are credit qualified and ready to buy.**
  - Customers that have bought or serviced their vehicle from you in the past make the best audience to market to.
  - Until now, this has only been available to Credit Unions and Lenders. This is an untapped market for Auto Dealers.

Introducing _NEW_ Database Monitoring

- Database Monitoring will alert you and the consumer after their credit bureau updates and they fall into one of the monitored buckets.

- These customers are now qualified and financeable.
  - A lead is sent to the dealers CRM
  - 1st class letter, with custom artwork is sent to the consumer based on which bucket they fall into.

    Examples of Monitoring Buckets
    - Emerging Credit (previous turn downs)
    - Customer was shopping yesterday
    - Customer is in the market now
    - Equity Opportunities to trade in
    - Interest Rate Reduction – trade in trade up
    - Lease coming due
    - Bankruptcy filed and discharged

- Database Monitoring creates a steady pipeline of credit qualified customers and gives you **SUPER LEADS WITH URGENCY!!**

Closing Notes

Every lead received is credit qualified and either in the market today or able to buy!

- **ROI:** There are no wasted leads = no wasted money

- **Inexpensive:** less than half the price of an internet lead

- **Easier to work:** customers that have done business with you in the past are easier to work with and generate higher profits

- **Real Data:** Sales and BDC Reps will be more motivated to work these leads - higher contact rates = higher quality conversions

- **Create a database that work:** stop the guess work and call at the right time