



CREDIT | COMPLIANCE | SOFT PULLS

Quick Prospect Renewal

An Exclusive, Automotive Dealer, First of its Kind,
Data Monitoring Lead Generation Program

These ARE NOT your every day leads

Today's Issues with Traffic and Leads

- Dealers spend a lot of money to generate leads, to drive traffic to their website, showroom or service department with mixed results.
- Special finance leads have always been tough to work.
- Internet leads aren't always the highest quality and expensive.



Introducing Quick Prospect Renewal a NEW Database Monitoring Program

- **Utilizing Data From Your CRM and DMS Systems**
 - Monitor your customer's credit file activity in real-time with the ability to filter based on FICO® parameters to make accurate offers to the right customers at the right time while creating urgency and eliminating wasted advertising dollars.
 - DMS data is automatically gathered from Authenticom/Dealer Vault
 - 700Credit will work with you to collect your CRM data.



These customers are all 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.
- Previous customers are always the easiest to work with and generate the highest profits.
- **Until now, this has only been available to Credit Unions and Lenders.** This is an untapped opportunity for Auto Dealers.



NEW Quick Prospect Renewal (QPR)

QPR's Database will alert you and the consumer after their credit bureau updates and they fall into one of the monitored buckets:

- Emerging Credit (previous turn downs that were not credit qualified to buy – now they are)
- Customers shopping yesterday – prime or subprime
- Equity Opportunities – trade in/trade up
- Interest Rate Reduction
- Lease coming due
- Bankruptcy filed and discharged



NEW Quick Prospect Renewal (QPR)

- **These customers are now credit qualified and financeable.**
 - The lead is sent to the dealers CRM
 - A 1st class handwritten font letter, with a live stamp is sent instantly to the customer. ***This has the highest open rate in the industry.***
- QPR creates an ongoing steady pipeline of credit qualified customers, creating urgency and even carries you through the slower months or holidays.
- An average size dealer should receive $\approx 25 - 75$ leads per week (depending on database size).



QPR Bucket List

- 1) **Deep Sub-Prime - Previously Denied Financing** - all previous unfinanceable customers monitored for changes – 480-549 *FICO*, 1 year in bureau, 1 satisfied trade line, no open auto loans in last 24 months, no repo in last 12 months, no multiple repos, if open auto loan present, needs to be current.
- 2) **Emerging Credit - Previously Denied Financing** - all previous unfinanceable customers monitored for changes - 550 *FICO* and above, 2 years in bureau, 2 satisfied trade lines, no open auto loan in last 24 months, no repo in last 12 months, no multiple repos, if open auto loan is present, needs to be current.
- 3) **Customer Shopping** - when they have an inquiry we receive the lead - 550 *FICO* and above, 2 years in bureau, 2 satisfied trade lines, no open auto loan in the last 24 months, no repo in last 12 months, no multiple repos, if open auto loan present, needs to be current.
- 4) **Interest Rate Reduction** - 620 *FICO* score and above, 10% interest rate and higher, 24 months or greater on open auto loan, no repo in last 12 months, no multiple repo's, auto loan needs to be current.
- 5) **Equity Model** - 40% paid through or greater and auto loan needs to be current.
- 6) **BK Filings** - When a customer files or discharges a BK - we receive this once it hits the bureau
- 7) **Lease Renewal** - coming due 4-6 months and if you don't sell them, again at 1-3 months

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 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 works:** stop the guess work and call at the right time.
- **Reporting:** Monthly match back reports letting you know exactly how many cars were sold and total profit made. No guessing on your ROI.



QPR - Pricing

- QPR One-Time Setup Fee - \$695.00 (Takes 3-4 weeks to set you up properly)
 - CRM, DMS and Mailhouse, Bucket set-ups
 - This is not a profit fee – it is a needed set up fee
- QPR Monthly Fee - \$595.00
 - Used to continuously gather new and monitor existing information from CRM and DMS
- Delivered Lead and Letter Fee - \$7.00

If I sent you 100 of your own customers that were all credit qualified and able to buy, how many would you sell?



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Thank You