

Monitor your customer's credit file activity in real-time to identify immediate sales opportunities.

Expand prospect pool, unlock new sales opportunities, close more deals and eliminate wasted advertising dollars.

Every Customer is Credit Qualified and Able to Buy!

Quick Prospect Renewal utilizes your CRM and DMS platforms to determine precisely when your customers are **in-market and able to buy**. As relevant credit file activities are identified, dealers and customer receive instant notification of the opportunity and an automated marketing message is triggered to create urgency.

Quick Prospect Renewal monitors your customer activity to identify:



Customers who are actively in the market to make a purchase.



Individuals who were previously denied financing.



Interest rate reduction opportunities for trade in / trade up.



Customers with high equity available for a trade in.



Shoppers whose credit history includes bankruptcy filings and/or discharges.



Individuals whose current leases are up for renewal.

CUSTOMER MARKETING

Repeat customers are those that have bought/serviced a car from you prior – *making them the best target audience.*

DIRECT MAIL AND EMAIL

Custom messages based on buckets monitored – targets the right audience, *sending the right message at the right time.*

“UNTAPPED” TARGETING

Market to individuals who have done business with you in the past but chose not to return.

REPORTING

Monthly matchback reports, matching your sold list to the leads that you received, letting you know exactly how many cars were sold and total profit made from the program. *No guessing on your R.O.I.*