



CREDIT | COMPLIANCE | SOFT PULLS

Quick Prospect Renewal

EXCLUSIVE for auto dealers who want to lead the market
by capitalizing on this
First-of-its-Kind Data Monitoring Lead Generation Program

These are high-performance leads with super data.

Generating Effective Traffic and Quality Leads

- Dealers spend a lot of money to generate leads, drive traffic to their website, showroom, and service department with mixed results.
- Third party and internet leads aren't always the highest quality (bad contact information, wanted a different offer, or unfinanceable credit) which make leads difficult to work.
- Your team is wasting their time, and you are wasting your money.
- Quick Prospect Renewal can eliminate waste and help recoup your marketing dollars.



Step 1: Data Hygiene – Updated, Clean Data from your CRM and DMS is crucial.

- Hygiene Performed:
 - Address (NCOA and CASS)
 - Email
 - Phone
 - Vehicle
- Monitor your customer's credit file activity and their propensity to buy in real time with the ability to filter using specific FICO® parameters. This allows you to make accurate offers to the right customers at the right time.
- Every customer is credit qualified and able to buy!
- Stop wasting marketing dollars!



Step 2: Data Monitoring is a VERY Effective Lead Tool.

- Quick Prospect Renewal (QPR) will alert you (and the consumer) after their credit report updates and they fall into one of the monitored buckets. This allows you to follow up more effectively.

Examples of Monitoring Buckets

- Emerging Credit (previous turn downs that were not credit qualified to buy – and now they are)
- Propensity to Buy – customer is shopping NOW
- Equity Opportunities – trade in/trade up
- Interest Rate Reduction
- Lease Coming Due
- Bankruptcy Filings and Discharges



Step 3: Using QPR Data for Real-Time Relevant Marketing.

- **These customers are in-market, defined by opportunity, and credit qualified with the ability to buy.**
 - The lead is sent to the dealer's CRM.
 - Personalized Marketing Campaign begins - delivered through Direct Mail, Email and Social Media.
 - Web ID: monitors your website traffic for customer engagement. This allows us to increase social media and email to drive customers further down the sales funnel resulting in more appointments and sales.
 - Trade Evaluation Tool is used in our marketing campaigns and allows your customers to access the value of their vehicle and view your inventory (dealer is notified that the customer has engaged).
- **QPR creates a steady pipeline of in-market, credit-qualified customers who are able to buy.**



Key Data Provided to your Sales Team

Customer Information Provided

- Bucket information
- Customer name
- Updated address
- Original phone and email from CRM and DMS or updated information
 - Validated and tested inbox email
 - Validated and tested phone number

Vehicle Information Provided (where available)

- Purchase date
- Year
- Make
- Model
- VIN
- Estimated equity
- Estimated monthly payment

Reporting: Monthly match back reports let your team know exactly how many cars were sold and total profit. No guessing on your ROI.

Closing Notes

Every lead received is Credit Qualified and Able to Buy!
All Leads Are Exclusive To Your Store!!

- **ROI:** There are no wasted leads = no wasted money.
- **Inexpensive:** less than 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.



QPR Delivers Results with the Lowest Cost per Sale

- QPR One-Time Setup Fee - \$695.00 (Takes 3 - 4 weeks to set you up properly)
 - CRM, DMS, Mailhouse, Email, Social Media, Web ID, Trade Evaluation Tool and Bucket set-ups.
- QPR Monthly Fee - \$595.00
 - Continuously gathering new and updated data. Also monitoring existing information from CRM and DMS.
- Delivered Lead and Marketing Fee - \$15.00/lead

Per NADA, the national closing rate on third-party leads is 8-11%.

Using a 5% closing ratio, with 500 credit-qualified leads, you should sell 25 vehicles.

NADA's average gross profit per vehicle sold is \$1,959.
 $\$1,959 \times 25 = \$48,975$

500 leads
X \$15 /lead
\$7,500 + \$595 = \$8,095

Average cost per sale:
\$323

This should be the lowest cost per sale of ANY marketing program you are currently doing

Our Customers are Reaping the Benefits of QPR!

"I have worked with 700Credit and Direct2Dealer Marketing for nearly a year with their Quick Prospect Renewal Program. As a BDC Manager of multiple dealerships, I appreciate the teamwork and support that I receive from the team. The QPR program helps to make sure that you are aware and in touch with the customers that you have in your CRM/DMS that may be in a good position to upgrade. They work well with most CRM's and send 100's of leads over weekly for us to reach out to. They help eliminate some of the guess work and data-mining that goes into this position. I would recommend giving this company a try to see how you can benefit from their products and services. " Brandie Adkins, Don Franklin Auto Group



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**Don't miss out on this exclusive program
guaranteed to improve your marketing results!!**

Questions?

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QPR Bucket List Details Defined

- 1) **Deep Sub-Prime - Previously Denied Financing** - All previous unfinanceable customers are 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) **Propensity to Buy** – Customer is credit qualified and actively looking to purchase in the next week to 90 days.
- 4) **Equity Model** – Customers with 40% or greater of loan paid, and auto loan needs to be current.
- 5) **Interest Rate Reduction** - Customers with *620 - 699 FICO* score with 16% interest rate and above, *700 FICO* score and above with 10% interest rate and higher, 24 months or greater on open auto loan, no repo in last 12 months, no multiple repos, auto loan needs to be current.
- 6) **Lease Renewal** - Lease coming due in 4-6 months and if you don't sell customer, again at 1-3 months.
- 7) **BK Filings and Discharges (bankruptcy)** - When a customer files or discharges a BK - we receive notice when from the Bureau.

Elevate your Marketing with Conquest QPR Options

- **Conquest Customers Outside of your Database**
 - In-market prospects looking for a specific year, make and model
 - Credit Qualified and Able to Buy
 - Equity Customers
 - Service Options (customers in your market who haven't serviced at your dealership in the last 12 months)
 - Open Recalls
- **Market analysis using unique data sets helps identify market trends, customer behavior, and relevant opportunities for your dealership.**
- **All Leads Are Exclusive To Your Store!!**

Sign Up Before Your Competition Does!!



Leads → Sales

Typical 150 unit store = More Closed Deals

