

5 SIMPLE STEPS TO A SUCCESSFUL CREDIT BUREAU LEAD PROGRAM





1

HARD PULL OF CREDIT FOR AUTOMOTIVE FINANCING

Within the last 24 hours consumers in your area have been out shopping for vehicles and have applied for automotive financing.



- Many shoppers who have an auto finance inquiry on their bureau don't drive away in a vehicle the same day for many reasons. It could be the lack of dealership inventory, not having a good experience with a salesperson or finance manager, or the dealership not having the proper banks in place.





2

ACCESS TO USEABLE DATA

Loan applications have been sent to the major credit bureaus where they are processed and verified into usable data based on dealer's criteria.



- Work with our lead specialists to determine the right criteria for your dealership.
- Data can be filtered by credit score range, geographical location, credit attributes, and more.





3

CUSTOMIZED CRM

Data is delivered to your dealership in a secure account within a customized CRM. Data is exclusive to your dealership per Federal Compliance Guidelines.



- Once leads are provided to you, they can't be sold to anyone else!
- Firm offers are compliant with all fair credit reporting act guidelines.





4

TARGET MARKETING

Consumers receive a firm offer of credit in the form of direct mail and are prompted to visit the vanity website, call a 24-hour live operator visit your dealership in person or call you directly.



- Using phone numbers provided, you are able to reach out to potential consumers.
- As an added feature, Stuker BDC is available to handle your inbound calls, outbound calls and set appointments.





5

INFLUX OF SALES

Using your subprime special finance department or one of our backed lenders, you are able to get these consumers into a new or used vehicle.



- An average dealer getting 1,500 leads per month can expect a 4-6% response rate.*
- Typical close ratio should be 2.5%.



LEARN MORE:
WWW.GOSPDS.COM
844-669-7737



COMPLIMENTARY

- Extended Demo
- Custom Lead Count & Quote
- Marketing Plan
- Facilitator Training

