



**AUTO CREDIT EXPRESS**

Rebuilding America's Credit

**in-Market Leads**

# We Deliver Motivated Buyers Right to Your Doorstep

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**What if you, and only you, had the ability to know who is looking for a vehicle in your area today?**

With our In-Market Leads, this information can be exclusively yours. Our technology and marketing systems allow us to capture customer data and assist you with contacting these anxious buyers.



## Daily Success Formula

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### Our In-Market Leads Are Proven to Work, and That is What Sets Them Apart

Our In-Market Leads, as well as our lead-oriented sales process, are different than what the other guys are selling because we provide results. From Step 1, we equip our clients with a more intelligent and effective way to sell to people who are currently in the market for a new vehicle.

1. We filter your leads based on criteria targeted toward your ideal customer. Filters include credit score range, location, bankruptcy status, and many more.
2. Your customized leads are loaded each day into our easy- to-use system or your existing CRM.
3. After accessing your leads, print their contact info onto the customized mail piece and simply drop in the mail.
4. After receiving the mail piece, customers have four different ways to contact you: visit the website that we have provided, call the 24/7 live operator which we also provide, call your dealership directly, or simply walk-in.



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## In-Market Leads Features

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### Leads are Exclusive

Once a lead is sent to you, it is not distributed to anyone else. You will have the advantage by being the only dealer to contact these car shoppers.

### Customizable Lead Filters

You decide what criteria a buyer should fit before being sent to you. You are able to target your ideal customer by credit score range, location, bankruptcy status, and much more.

### Easy Lead Management Options

Our user-friendly lead management system is available to our clients to access their leads. Each day, new leads are loaded into the system and you will be notified via fax and/or email. Additionally, if you have a CRM in place already, your leads can be uploaded each day directly to your CRM.

### No Third-Party Lag Time

Once you access your leads, you are able to immediately print their information onto the customized mail piece that we have provided and put it in the mail the same day. This reduces lag time to as little as one day and you will enjoy a higher success rate due to this increased speed of contact.

### Several Options for Customers to Act

When a customer wants to contact you in response to the mail piece, they have four ways to reach you. They can call your dealership directly or walk-in. But they also have the options of calling a 24/7 live operator OR visiting the website. Both the live operator and custom vanity website are provided to our clients by us.

## Start Selling More Cars Today

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