



**AUTO CREDIT EXPRESS**

Rebuilding America's Credit

## Subprime Leads

Questions to ask every subprime lead provider you are considering doing business with.

1. Take me online and show me how people find your sites.
2. What is your message to the consumer? Do you promote the dealer involvement or do customers think you are a bank?
3. Do you have a customer service department and a toll free number for customers to call when they have questions or issues?
4. Are you a member of the Better Business Bureau (BBB) and what is your record?
5. How soon do you send other offers to your customers?
6. Do you collect complete co-buyer information?
7. How many data fields do you collect and how many are required?
8. What experience does your company have in subprime?
9. Do your ads promote low rates, no obligations, or giveaways?
10. How many references can you give me that have been with you for 6 months, 1 year, 2 years, 3 years, 4 years, 5 years or 6 years?
11. What is the ranking of your main subprime site on Ranking, Compete, Alexa and Quantcast.com?
12. What is the percentage of leads that I would receive that come from your sites?
13. Do you provide any management tools?
  - a. Do you provide a BK List and a BK Marketing System with all of the Chapter 7's 30 days after they file and Chapter 13's that are discharged in my state?
  - b. Do you have letter and email templates?
  - c. Automated follow up tools?
  - d. Email Alerts?
  - e. Permission based distribution of the leads?
  - f. Automated submission to major lender portals?
  - g. Conversion reports?
  - h. Online Training Modules for BDC, Sales and F&I Staff?