

# NEED MORE CUSTOMERS?

Want a marketing program that REALLY pays off?



**RoadLoans.com**<sup>®</sup>  
Auto finance made easy.



RoadLoans turns your marketing investment into **proven return, guaranteed!**

**Our leads are ready to BUY.**  
DON'T LET YOUR COMPETITOR GET THE SALE.

Real Results from Successful Dealers!		Your Opportunity!
Lead Volume	180	
Conversion Rate	10%	
Vehicles Sold	18	
Avg. Profit/Vehicle	\$ 1,500	
Incremental Profit	\$ 27,000	
Cost of Leads	\$ 3,600	
Net Incremental Profit	\$ 23,400	
ROI	<b>650%</b>	
Marketing Spend	Spend <b>\$1</b> - Make <b>\$6.50</b>	

“It has strengthened the consumer’s faith in auto lenders and dealerships. The RoadLoans program has helped us increase our sales productivity by giving us an intricate part of the market we typically might not be able to assist.”

— **Gilbert Gortarez**  
Mac Haik Dodge – Temple, TX  
**254.773.4556**

“RoadLoans has provided our dealership with reliable, quality leads. It has helped increase our pre-owned sales.”

— **Veronica Aranda**  
Expo Motorcars – Houston, TX  
**281.272.9999**



Whether you send the loan to us or another lender, you still get the sale, guaranteed. What other marketing investment can give you that confidence? RoadLoans gives you exclusive access to customers in your area that have logged onto RoadLoans.com to get pre-approved for an auto loan.

# Here's what Successful RoadLoans Dealers Do



- 1** Assign a dedicated **F&I manager** to handle and follow up on all RoadLoans leads.
- 2** Contact the customer lead within **ONE HOUR** of the dealership receiving the lead.
- 3** Make multiple attempts to contact the customer within the first 48/72 hours.
- 4** Once contact is made, **dealer sets appointment for that day**, if possible, and discusses credit units available, etc., with the customer.
- 5** Offer an incentive for purchasing a vehicle from the dealership (car washes, oil changes, etc.). Some dealers offer free gas, for example, to cover a customer's drive to and from the dealership to enhance the "nothing to lose" idea.

These simple steps can **dramatically** increase your success for RoadLoans production.

"RoadLoans has helped us get a good mix of customers coming through the doors."

— Vince Bloom  
Elk Grove Subaru - Elk Grove, CA  
916.509.8500

"The RoadLoans lead program has provided us with additional sales, along with outstanding support."

— James Ballou  
Dick Norris Pontiac GMC - Palm Harbor, FL  
727.787.8663



[www.RoadLoans.com/Dealers](http://www.RoadLoans.com/Dealers)  
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