

THE ROADLOANS.COM DEALER NETWORK

RoadLoans.com[®]
Auto finance made easy.



The lead and lending program that gives dealers the power of choice.



“Closing the deal is the name of the game!
With RoadLoans, I can always close the lead...”

RoadLoans, the #1 online direct non-prime auto lender, helps dealers close more sales with its unique lead program. The only program of its kind, RoadLoans gives dealers high quality prospects with a guaranteed finance source. Every customer arrives at your store with a RoadLoans direct approval, but you also have the option of shopping the loan to other financing sources to find the best opportunity for you and your customer.

RoadLoans leads come from buyers across the credit spectrum that are pre-approved, ready to buy and actively looking for vehicles in your market. What's more, because the leads are new and you own the customer relationship from the beginning, you close more sales than through traditional lead channels.

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Better Leads. Better Results.




A smarter spend for your marketing dollars.



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HOW IT WORKS

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| 1 |  APPROVED LEAD | Dealer immediately receives notification on an approved customer including contact information and loan details. |
| 2 |  STOP or SHOP | Finance the deal through RoadLoans direct, or shop the loan to find a better financing option. |
| 3 |  CLOSE | You own the customer relationship. You finalize the sale, pay the applicable administrative fees and deliver the vehicle to the customer. |

PRICING

The RoadLoans program offers subscription pricing catered to your dealership needs.

DEALER REQUIREMENTS

The RoadLoans program is available to franchised auto dealers who meet certain criteria.

- » Minimum of 100 used vehicles for sale
- » All vehicles must be fully reconditioned
- » Sales department with experience in closing sales generated from Internet leads

NEXT STEPS

Sign up to join the Roadloans Dealer Network. Simply complete a RoadLoans Dealer Agreement.

CONTACT YOUR AREA SALES MANAGER FOR MORE DETAILS



Dealer Network | WEB www.RoadLoans.com/RLDealer | E-MAIL DLRNetwork@roadloans.com
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