

Call Center • Print House • Customer Track • Rapid
Fresh Prospects • C.R.M • Exclusive Leads • Custom
Demographics • Highest R.O.I. • Local Customers • Highest
Rated BBB • Mail House • Call Center • Print House •



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Exclusive Leads • Custom Demographics • Highest R.O.I. •
Local Customers • Highest Rated BBB • Mail House • Call
Center • Print House • Customer Track • Rapid Qualifier •
Fresh Prospects • C.R.M • Exclusive Leads • Custom

VISUAL PRESENTATION

FALL 2011

FACT: Customer Track is the Number 1 Auto Leads Provider in the U.S.

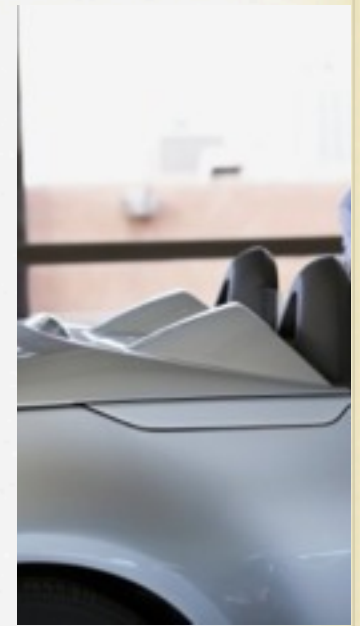


Introduction to Customer Track

Customer Track is a unique prospecting program developed by Denny O'Brien a 25 year car veteran. During his tenure at the Betten Auto Group in Michigan Denny delivered over 20,000 vehicles for his dealership helping them become one of the largest New and Used Car dealership in MI. For over 12 years now, our company has worked with hundreds of dealers nationwide with implementing Customer Track prospecting programs into their dealerships. Many of our dealers have seen sales increases of 30-40% using Customer Track prospecting program.

Why waste time and money prospecting customers that are not in the market to purchase a vehicle? We only prospect customers that are in the market to purchase a vehicle and local to your area.

FACT: Customer Track Received an A+ Rating from the Better Business Bureau.



Increase Your Sales with Prospecting

One of the surest ways to immediately increase sales is to have a sound and cost effective way to prospect for new customers.

One way of prospecting, is the current advertising you are doing: television, radio, direct mail, etc. While these types of advertising are a good way to build brand recognition, it is not very targeted. Not every consumer in your market sees or hears your advertising is in the market for a vehicle, nor will they necessarily remember your ad when they are.

With Customer Track, you will know with 100% certainty every day, every consumer that is in your market that is both interested in buying and financing a vehicle with a local car dealership. Just knowing this valuable information doesn't translate into more sales. You need cost effective and time saving way to contact all these prospects. This is where the Customer Track process come in and helps you turn these buyers into sales in a cost and time effective manner.

FACT: Customer Track yields the highest return on investment.



How the Process Works Step 1

Because our company complies with certain F.C.R.A. regulations, we have, on average; daily access to over 49,000 consumers that have had their credit information pulled at a car dealership. Statistically, fewer than 15% of these prospects take delivery the day they had their credit ran, meaning over 85% are still in the market and you have a shot at getting them into your dealership.

Here is what we do with this timely and valuable information:

- *Sort it by the geographical area our dealers request.*
- *Sort it by credit score and other credit attributes our dealers need to get them financed.*

Once we have completed this step for you, we do the following...

FACT: Customer Track is a NIADA 2011 Exhibiter.



Tools for Success Step 2

Once we have identified the prospects you want from Step One, we upload them into an easy to use online Customer Retention Management tool. Upon accessing these valuable prospects, you will be able to print out the names onto labels and attach them to an attractive mail piece that we provide to you at no additional cost. Then simply add postage and drop in the mail.

Since the mail pieces are already sealed you can prepare over 100 in less than 10 minutes.

Mail Piece

click here

FACT: C.T. has delivered millions of fresh prospects to hundreds of dealers.



Additional Prospects

When you purchase 1,500 or more prospects a month you will receive these additional prospects at no charge:

Previous Customers - If your previous customers are shopping at another dealership, you will be alerted immediately.

Specific Make - Any prospect in the market looking to buy that is driving you particular brand. (limited to two makes)

Bankruptcies - A weekly list of freshly discharged bankruptcies.

**Dealer to print mail piece from Customer Retention Management Tool during trial period.*

FACT: Customer Track operates a 24/7 award winning call center.



In Review of our program

WE find prospects in your market that are buyers. **WE** filter these prospects per your request. **WE** take applications and set appointments for these buyers 24/7 to come into your dealership to buy from you. **WE** follow-up on all missed appointments for you. **WE** provide you with a process that takes less than 10-minutes of your time a day to administrate. Leaving you more time to do what you do best, selling more cars! **WE** can even make outbound calls to all prospects with a phone number and set appointments for you.

Better yet, we do all the above for less than \$2.99 per prospect.