

Nearly Everyone in Your Community Could Benefit from Better Credit!

Recreditpair gives your dealership the power to:

- Address credit concerns with a customer in a positive manner
- Get a customer who hints at credit issues off the phone and into your dealership
- Empower the difficult-to-qualify customer to find a co-signer
- Gracefully deal with objections to financing terms
- Give a customer that you can't finance a reason to return

When you become a **Recreditpair Partner**, you get to offer the #1 Credit Improvement Software as a **gift to anyone who could benefit from better credit** and:

- The Recreditpair Credit Improvement web-based software branded with your dealer logo, specials, and finance application
- Instant Access to Recreditpair for your customers via our banner graphics on your website plus 500 Recreditpair CDs to use in the showroom or at special events
- Graphics and web commercials customized for your website
- One 30-second television spot delivered digitally
- Free print advertising collateral

...all designed to promote the availability of Recreditpair at your dealership.

You already know that **nearly EVERYBODY calling or visiting your dealership could benefit from better credit**, but did you know that **25% of all credit reports contain FATAL errors**? That's right! According to the U.S. PIRG, one in four credit reports contain at least one error that could prevent YOUR CUSTOMER from getting financing or the best possible terms.

It's in your best interest to help the public with this chronic problem, and **we** are here to help you. Our Recreditpair dealership program also features:

- Web-based CRM access to track your Recreditpair users and keep in touch
- Automatic forwarding of registered user data to your DMS/CRM
- Free training for your staff
- Free on-going support

Isn't it time you began addressing the credit problem in this country instead of passively acknowledging and observing it?

Call 888-371-9994 or send an email to info@recreditpair.com now and learn how this incredible consumer tool and dealer marketing program can benefit your community AND your sales...today and tomorrow.

How your Dealership benefits by using Recreditpair?

- Increase appointment show percentages by 50 to 80 percent
- Turn an unqualified borrower into a sale in 3 to 4 months
- Build customer loyalty whether they immediately buy a car or not
- Advertise that yours is the only Dealership in the area that can offer this great program
- Increase response from current radio, television, Internet, and Print campaigns
- Send a direct mail piece with a message that's simple to understand
- Offer Recreditpair as a gift to anyone who wants better credit

Why consumers need Recreditpair?

- Credit is a huge issue with consumers today
- Credit improvement is a mystery to nearly everyone
- No help is provided by the credit bureaus because of the high cost involved in handling verifications and disputes
- Credit providers charge more interest to consumers with imperfect credit
- Credit repair companies charge thousands of dollars for services that consumers can easily do with the Recreditpair system
- Recreditpair teaches the secrets, techniques and tricks that credit repair companies and attorneys don't want consumers to know.

What services does Recreditpair offer?

- A supply of Recreditpair software to give to your customers
- A customized web commercial for your and banner graphics for your web site
- A customized 30 or 60 second television ad featuring a third-party credit expert promoting your dealership and Recreditpair
- A customized 30 minute infomercial entitled "Cars and Credit" promoting your dealership and Recreditpair
- Direct mail and print ad campaign collateral
- Lead capture and forwarding to your DMS/CRM
- Access to your Recreditpair Leads in our CRM

CREDIT AWARENESS

A recent study revealed that nearly 80% of United States consumers have one or more errors on their credit bureaus. Credit is the nation's leading concern. Matt Lauer of the Today Show stated that credit has bypassed terrorism as the nation's number one fear. There are more people in your city that want to learn how to improve their credit than there are people who want to buy vehicles.

By virtue of the buying process, auto dealers are also in the business of credit analysis, strategy and improvement by obtaining credit reports and analyzing the findings with a potential buyer. How often has a customer been told that if they purchase a vehicle and make timely payments that this will have a positive effect on their credit? Future sales to past clients hinge on this point.

Therefore, since any financed sale is contingent upon acceptable credit, the starting point of each individual client relationship must be tailored toward credit education and awareness. Instead of promoting good credit after the sale, the Recreditpair marketing system allows you to offer the benefits at the beginning of the process.

Through this marketing approach you'll be able to build a strong and lasting relationship with the consumer, generate goodwill for the dealership and greatly increase sales.

BUYERS ON THE LOT THAT CAN'T QUALIFY

Many consumers are unable to obtain financing upon their first attempt at the dealership. If these customers don't have co-signers or sufficient down payment, we typically disregard them and wait for the next customer. With the Recreditpair marketing system, these "turn-downs" can become buyers in a very short period of time.

In order to separate your dealership from the competition, our program helps make a positive impact in the lives of your customers. You can now help your customers become credit-worthy consumers and ultimately, sell them a vehicle.

Explain to your customer that Recreditpair is sold nationwide but they can have a complimentary copy just for visiting your dealership. Show the customer the Recreditpair web site for extra impact and help them understand what the product is.

❖ *Because of your arrangement with Recreditpair, you can offer your customer a complimentary copy with no strings attached.*

You can also offer Recreditpair to any of your customer's friends or family members. We recommend that you ask for a friend or family member reference and offer them Recreditpair directly, whether or not they need a vehicle.

Watch the lead generation and potential client list grow!

Authorized Dealer References

The dealers on this page represent multi-year customers who have implemented Recreditpair with enthusiasm and consistently apply the program day in and day out. These successful dealers buy in at the highest level - Dealer Principle and/or General Manager.

City World Toyota

Bronx, NY
Ricky Roh – General Manager
888-258-4365
www.citywordtoyota.com

Mike Shaw Kia

Corpus Christi, TX
Craig Davis – General Manager
954-439-0910
www.mikeshawkia.com

Herb Connolly Auto Group

Hyundai, Chevy, Acura
Framingham, MA
Adam Connolly – General Manager
240-427-1539
www.herbconnolly.com

Hollywood Motor Company

St Louis, MO
Ken Grayem – President / DP
314-541-6181
www.hollywoodmotorco.net

Arrow Dealerships

Ford, Mitsubishi, Loan Arranger
Abilene, TX
Seaton Higginbotham – DP
325-669-8805
www.arrowdealerships.com

Liberty Ford

Baltimore, MD
Ed Gelin - Dealer Pricipal
410-598-2900
www.fordofbaltimore.com

Dave Solon KIA

Colorado Springs, CO
Mark Rodriquez – General Mgr
760-707-4350
www.davesolonkia.com

Patty Peck Honda

Ridgeland, MS
Bob Aubrey – General Manager
888-902-1166
www.pattypeckhonda.com

Larry Jay Mitsubishi

Charlotte, North Carolina
Keith Geohagan – Dealer Principal
704-618-3189
Rene Haidar – BDC Manager
704-551-6484
www.larryjay.com

Lithia Toyota of Odessa

Odessa, TX
Justin Slaughter – GM
877-475-1823
www.odessatoyota.com