



PRESENTING

## **Recreditpair**

Recreditpair is a revolutionary software product that teaches your customers how to improve their credit. Credit repair companies charge thousands of dollars for services that can be done with the Recreditpair software. Our unique marketing program will greatly increase your lead generation, lead capture, appointment show ratios, and most importantly sales.

In 1998, Jim Longacre the President of Recreditpair was the General Manager for the Folsom Lake Auto Group in Sacramento. Frustrated with the typical direct mail marketing pieces offering consumers useless gifts for visiting the dealership, Jim convinced the owner to try a different approach. He sent out 20,000 mailers to consumers who were discharged from bankruptcy and invited them to a free seminar to learn how to re-establish and improve their credit. Approximately 200 people showed up and within three weeks, Jim sold 48 cars...to an audience who were not looking for a car!

Jim realized that everyone at the seminar needed credit improvement but couldn't afford the \$2,000.00 to \$5,000.00 fee that the credit repair companies were charging. At the 2007 NADA Convention, Recreditpair was launched.

The Recreditpair marketing system allows you to offer a complimentary copy of our credit education system directly to your customers. Through a variety of media options, our program directs consumers to your dealership by explaining the benefits of buying a vehicle as it relates to credit improvement. The consumer must stop by the dealership to get a copy of Recreditpair.

### **WITH REREDITPAIR YOU CAN**

- ✓ Increase response from current radio, television, Internet, and Print campaigns;
- ✓ Advertise you're the only Dealer in your area that can offer this great program;
- ✓ Offer Recreditpair as a gift to anyone who wants better credit;
- ✓ Send a direct mail piece with a message everyone will understand;
- ✓ Build customer loyalty whether they immediately buy a car or not;
- ✓ Turn an unqualified borrower into a sale in 3 – 4 months!

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Visit our web site at: [www.rcpdealer.com](http://www.rcpdealer.com) • For additional information email: [info@Recreditpair.com](mailto:info@Recreditpair.com)

## **Why do consumers need Recreditpair?**

- Credit is the #1 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.

## **How does Recreditpair benefit your dealership?**

- 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

## **What services does Recreditpair offer?**

- A supply of Recreditpair software to give to your customers
- A customized webmercial for your dealership 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
- A customized radio spot promoting your dealership and Recreditpair
- Direct mail and print ad campaigns
- Database lead management

# CREDIT AWARENESS

A recent study revealed that 84% of United States consumers have one or more errors on their credit bureaus. Credit is the nations 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 inherently in the business of credit 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

**Ricart Automotive Group**

Ford, Hyundai, KIA, Mazda, Mitsubishi, Nissan,  
Used Car Factory  
Columbus, Ohio  
Joe Mitchell – GSM  
614-778-5799  
[www.ricart.com](http://www.ricart.com)

**Bill Pierre Ford and Chevrolet  
Pierre Money Mart**

Seattle, WA  
Mike Stoner – GM  
800-800-8853  
[www.pierremm.com](http://www.pierremm.com)  
[www.pierreford.com](http://www.pierreford.com)  
[www.pierrechevrolet.com](http://www.pierrechevrolet.com)

**Pinehurst Toyota, Scion, Hyundai, Kia**

Southern Pines, NC  
Rachael M. Schulz  
Business Development Director  
(910) 692-2424  
[www.pinehurstautogrp.com](http://www.pinehurstautogrp.com)

**Heiser Automotive Group**

Toyota, Scion, Ford, Lincoln, Mercury, Chevrolet, Cadillac  
Milwaukee, WI  
Chris Dulla – President  
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[www.heiser.com](http://www.heiser.com)

**Dahl Ford**

Davenport, IA  
Tim Thompson – GSM  
(563) 391-2600  
[www.dahlford.com](http://www.dahlford.com)

**Neal Suzuki**

Fort Worth, TX  
Doug Neal – Owner  
(817) 538-4053  
[www.nealsuzuki.com](http://www.nealsuzuki.com)

**Future Nissan**

Roseville, CA  
Mark Rodriguez - Special Finance Director  
(760) 707-4350  
[www.futurenissan.com](http://www.futurenissan.com)

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