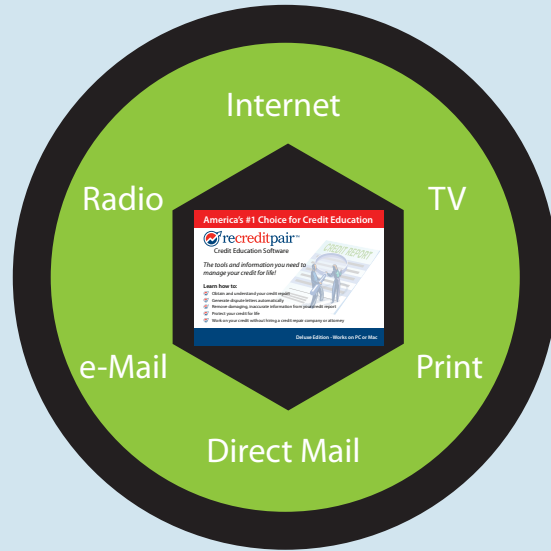


Our tools are your answer to more car sales.

Finally, Something New For The Car Business



The Recreditpair dealer marketing package delivers a powerful, timely message to your customers and drives traffic to your dealership.

In every media component, the message is the same; whether or not the customer needs a vehicle, your dealership can help them learn how to improve their credit.

- > Increase response from your existing television, radio, Internet, and print ad campaigns
- > Send a direct mail or email piece with a compelling and timely message offering a product that everyone will understand
- > Turn an unqualified borrower into a sale in 60-90 days
- > Offer Recreditpair as a gift to anyone who wants better credit
- > Build customer loyalty whether they immediately buy a car or not

Set your dealership apart from the competition!

Recreditpair Works Seamlessly in Your Existing Business Channels

WEB SITE VISITORS

We provide a button for your web site that links to a video featuring a third-party credit expert who explains that purchasing a car, making payments on time, and using Recreditpair is the best practice to improve credit.

PHONE CALLS

Seventy percent or more of the people calling on your store could benefit from a higher credit score. This DOES NOT necessarily mean the customer has bad credit – they may not even know how good or bad their credit is.

Don't talk about the car deal to set the appointment. So what *do you* talk about? Our dealer partners are able to say something your competition can't!

"Folks, I don't know if I can sell you a car, but we are the only dealership in the area that, if you'll just stop by, we will give you the Nation's #1 Credit Improvement Kit and access to free credit reports for life for you, your friends and family members."

WALK-INS AND STAFFED EVENTS

Establish good will in your community by handing out Recreditpair to everyone visiting your store, whether they buy a car or not. When you give the gift of Recreditpair, tell everyone who has friends or family members that can benefit from a higher credit score to stop by for their free copy of Recreditpair.

INTERNET LEADS

Use the Recreditpair pitch in calls and e-blasts to your Internet leads:

"Just for stopping by our dealership, we will give you complimentary copy of the Nation's #1 Credit Improvement System, Recreditpair. You'll receive this gift regardless of whether or not you are in the market for a vehicle."

CREDIT TURNDOWNS

Now you have an elegant way to say goodbye and get the chance to say hello again. Recreditpair is the gift of hope. By giving your "credit turnaround" a tool to improve his or her credit, you have both just taken a proactive step for future business – they have a solution, you have a reason to get them back in the store.

Stay in touch with your turnaround. Earn his or her trust. Turn them into a referral source. Sell them a car when they improve their credit or when a bank program works for them. Do not let a single person out of your dealership without giving them a reason to return.

916-677-9873

www.rcpdealer.com

 **recreditpair™**

Creative Marketing For A World That Needs Better Credit






America's #1 Choice for Credit Education

 **recreditpair™**

Credit Education Software

The tools and information you need to manage your credit for life!

Learn how to:

-  Obtain and understand your credit report
-  Generate dispute letters automatically
-  Remove damaging, inaccurate information from your credit report
-  Protect your credit for life
-  Work on your credit without hiring a credit repair company or attorney



Deluxe Edition - Works on PC or Mac

DOUBLE YOUR APPOINTMENT SHOW RATIOS!

Our unique marketing program greatly increases your lead generation, lead capture, appointment show ratios, and most importantly sales.

We supply your company with Recreditpair, the number one self-help credit education system in the nation. You offer the public a complimentary copy.

To assist you in marketing this program, we've designed collateral that works with your existing advertising or stands alone.

Recreditpair Helps You Sell More Cars Today and Tomorrow

How Does Recreditpair Work?

916-677-9873



www.rcpdealer.com

Creative Marketing For A World
That Needs Better Credit

Recreditpair At Work In Your Dealership

The Recreditpair dealership program gives you an effective way to capitalize on the credit improvement craze sweeping the nation. Your dealership can now offer the **Nation's #1 Credit Improvement System*** as a complimentary gift to anyone wanting better credit.

This program is not just for special finance...

The gift of better credit applies to more than just those who qualify for special finance. Use Recreditpair in your existing advertising to immediately drive more traffic to your dealership.

The reality is that more people in your market need help with their credit than need a vehicle.

Target anyone interested in better credit, whether they need a vehicle now or in the future.

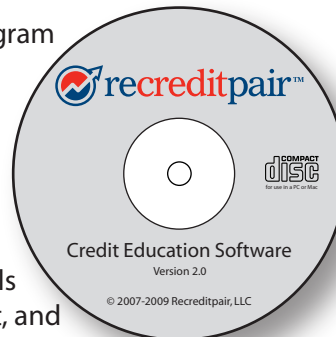
*Google "Credit Improvement Software"

70% or more of your customers can benefit from better credit!

Lead Capture & Call Center Support

When a customer uses the Recreditpair program (via a CD envelope imprinted with your dealership tracking number), you automatically get an email with the lead data for import into your CRM (HTML, ADF XML 2.0, or plain text format supported).

In addition, our call center automatically calls the customer, utilizing a customizable script, and thanks them for stopping by your dealership.



We Can Help You Spread the Word

Surrounding and supporting the Recreditpair system, is our unique direct-to-consumer, dealership-marketing program.

We offer the following marketing collateral to promote the availability of Recreditpair at your dealership:

- > 60-Second Webmercial and Creatives for Your Web Site
- > 30/60 Second TV Spots
- > 30-Minute "Cars and Credit" Infomercial
- > 60-Second Radio Spot
- > Direct Mail
- > Print Ads
- > Email (e-Blast your leads)

CRM Integration = Sales

Since the customer is in your CRM as an active participant in the credit improvement process, you can contact them to "check-in" on their progress.

This is a huge opportunity to establish good will and lay the foundation for immediate or future sales.

Recreditpair automatically sends lead data to your CRM!

Recreditpair Works Seamlessly in Your Existing Business Channels

- Web Site Leads
- Phone Calls (Double Your Appointment Shows)
- Walk Ins
- Staffed Events
- Internet Leads
- Credit Turndowns, Co-signers
- Past Clients and Dead Deal Files

