



DEALERLINK

The Nation's Premier Automotive Lead Provider

Call us at 800-890-8850 or 704-544-9100

Or visit us at: www.DealerLink.us



DEALERLINK

11 Years of Business

**500 Company-Owned
Consumer Finance Sites**

**Over 8 Million Leads
Generated**

All Leads Generated In-House

TYPES OF LEADS

An Overview

- Direct Mail
- BK Mailers
- Internet Leads
- Credit Scored Leads
- Auto Trigger Leads
- Automotive Call Center

DIRECT MAIL

- Credit-Score Based System
 - Best results seen in the 530-680 score range
 - Completely Customizable to your Needs (except with DMV Leads)
- Easy-Response System with Two Response Channels
 - Toll-Free Number
 - State-of-the-Art Call Center manages calls and sets appointments
 - Vanity Website
 - Simple Online form triggers an outbound call by the Automotive BDC

We take calls, we set appointments, and we follow-up on no-shows



BK MAILERS

- Chapter 7 bankruptcies
- Discharged within the last 60 – 90 days
- Mailing lists updated every day

We take calls, we set appointments, and we follow-up on no-shows

For all Mail Campaigns:

We don't offer mail services without our BDC services

INTERNET LEADS

- DealerLink owns over 500 consumer auto finance sites
- 11 years of experience, generating 8 million leads
 - 100% record of absolute exclusivity
- We generate the leads with our own proprietary system
- Top spots in all major search engines
 - Check “Auto Loans” in Google
- No 30-60-90 day written notice required: Quit whenever you want!
- No Sign-up or monthly fees

If you can't find the company's website, how can your consumer?





auto loans

Search

About 40,000,000 results (0.26 seconds)

Advanced search

Everything

News

Maps

More

Any time

Latest

Past 2 days

More search tools

Something different

car loans

personal loans

debt consolidation ...

home loans

automobile loans

[Bank of America Auto Loan](http://www.BankofAmerica.com/AutoLoans)

www.BankofAmerica.com/AutoLoans

Low Monthly

Fast Online Decisions. Apply For A Loan Now.

Sponsored links

Sponsored links

[Car Loans Online](#)

Up to 4 Loan Offers in Minutes
Compare Car Loan Lenders Online Now
www.myAutoloan.com

[CarsDirect.com Car Loans](#)

Trusted Site. 5 Stars on Epinions.
Apply Online. All Credits Welcome.
www.CarsDirect.com/Nationwide
CarsDirect.com is rated ★★★★★

[Buy a Car with Bad Credit](#)

Get a Used Car-improve Your Credit
DriveCare Warranty-2 Mins.=Approved
www.DriveTime.com
5416 N. Tryon St., Charlotte, NC

[12000 in Your Bank in 1 H](#)

\$12000 Wired to Your Bank in 1 Hour
Instant 1-Minute Approval Process!
loancasteed.com

[Auto Loans in 1-Hour](#)

Buy the Auto You Want in 1-Hour!
Zero Down. Bad Credit OK.
www.HourAuto.com
North Carolina

[Bad Credit Auto Loans](#)

Zero Money Down, 100% Bank Financed
New & Used Cars, SUV's & Trucks
We-Finance-Bad-Credit.com

Ranked 2nd and 3rd

Out of 40,000,000
Results

[Auto Loans - New or Used Auto Loan - Bad Credit Auto Loans - Auto ...](#)

Auto loans :: Online auto finance for bad credit **auto loans** for a new or used **auto loan** for bad credit, bankruptcy or poor credit with our free online auto ...
www.nationwideautolending.com/ - Cached - Similar

[Bad Credit Auto Loan | Bad Credit Car Loan | Auto Loans | Car ...](#)

AutoLoans.us is your best source for **auto loans** or bad credit **auto loans** online. If you have really bad credit, bankruptcy, poor credit or a low credit ...
www.autoloans.us/ - Cached - Similar

[Emirates NBD Issues Middle East's First Securities Backed by Auto ...](#) - 2 days ago

The notes were issued by Emirates NBD **Auto Finance** Ltd. and backed by **loans** to private and commercial clients in the UAE, the Dubai government-controlled ...

[Bloomberg](#) - 23 related articles »

[RAKBANK Launches Ramadan Auto Loan Promotion](#) - Al-Bawaba - 5 related articles »

[How to maximize the benefits of financing](#) - Inquirer.net - 36 related articles »

Local business results for **auto loans** near Charlotte, NC - [Change location](#)

● GUARANTEED CREDIT SCORED LEADS

Two Types:

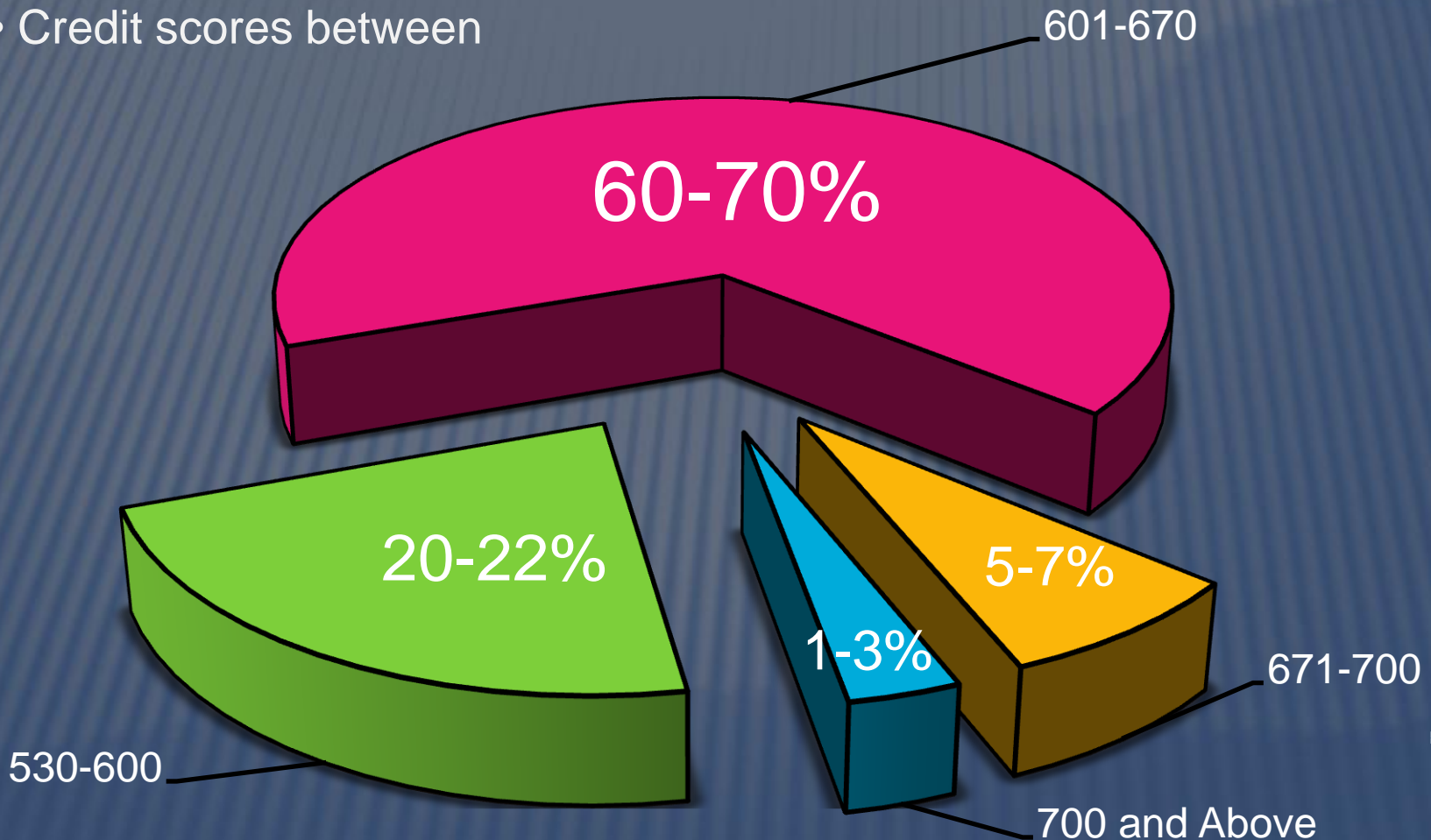
Soft Pull Internet Leads

Trigger Leads

*Note the difference! Many lead providers don't generate internet leads.
DealerLink provides leads from BOTH channels

SOFT-PULL INTERNET LEADS

- Leads generated via our huge network of consumer finance websites
- Filtered for credit score in our system
- Credit scores between



TRIGGER LEADS

The Industry Standard

- ✘ Credit pulled in last 24 hours sets off our “Trigger”

Any Credit Source



- Banks
- Credit Unions
- Car Dealers
- Other Online Companies

- ✘ Many companies just dump leads on you. Good Luck!
- ✘ Typical Response Rate: 6-8%



TRIGGER COMPLETE

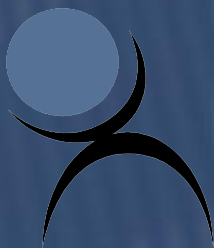
A COMPARISON

OTHER PROGRAMS

- × Data is older than a day
- × No Exclusivity
- × 10-15% Phone Numbers
- × No Outbound Calling
- × No Service on Leads!

TRIGGER COMPLETE

- ✓ Data is 4-24 hours old
- ✓ 100% Exclusivity
- ✓ 60-70% Phone Numbers
- ✓ Outbound Calling
- ✓ Appointment Setting
- ✓ No-Show Follow-Ups



Making Calls the DealerLink Way

AUTOMOTIVE CALL CENTER



AUTOMOTIVE CALL CENTER

Industry Problem:

49% of internet
leads aren't
getting called

DealerLink Solution:

- * Call Center in Tampa
- * Bilingual Appointment Specialists
- * Advanced Recording for all calls
- * Follow-Up for Missed Appointments
- * Leads from Any Company

*Includes follow-ups for invalid leads

Get Valuable Information!

- Trade-In
- Down Payment
- Monthly Payment Range



SELL MORE CARS TODAY

Low Lead Costs! No Sign-up or Set-up Fees!

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