

LeadsAuto.com | Auto Leads Packages

Leads Auto has access to consumers in your market that have had their bureau pulled for auto financing 8-24 hours ago. Each day, we can tell you EVERY customer in your market shopping for a vehicle. We then use a mailing system, mobile phone appends, Email addresses and our 24/7 live call center to direct these buyers to you.

Here is a brief synopsis of what we include in every campaign:

- Customized criteria for each prospect (Credit Score, Radius, etc..)
- Customized Pre-Qualified letter to send to each prospect
- Online CRM tool to manage prospects & appointments
- 24/7 live call center to take applications & set appointments
- We follow up on any missed appointments
- Mobile phone append on daily leads
- Ringless voicemail to EVERY valid cell phone number each morning
- Email addresses on daily fresh prospects
- Credit Website
- Email/Texting technology
- In house support staff

Our Fresh Prospect Platform allows you to focus your resources on motivated buyers looking to buy a vehicle from a dealer in your market today.

Respectfully,

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Director of Operations
Leads Auto, INC



SIMPLE STEP BY STEP PROCESS

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*Customer is in your market looking to purchase a vehicle within the last 8-24 hours with the credit scores and credit filters that you want and most important they are **PRE-QUALIFIED FOR AN AUTO LOAN!!!**

***(1st MAILER)** We provide mailer that shows customer is pre-qualified for an auto loan from you, you mail to customer that day.

***(2nd MAILER)** We provide mailer with final notice that shows customer is pre-qualified for an auto loan from you, you mail to customer next day.

***(MOBILE PHONE APPENDS)** We scrub the customer's names, addresses to get an active mobile phone number to provide you.

***(RINGLESS VOICEMAIL)** We send a ringless voicemail to the customer's mobile phone letting them know they are Pre-Qualified for an auto loan at @ 10:30 AM to 11:00 AM that day.

***(OUTBOUND LIVE CALL CENTER)** Our call center call each customer with a phone number and mobile phone number starting at @ 6:00 PM, If contacted set up appointment if not we leave additional message that they have been pre-qualified for an auto loan.

***(EMAIL APPENDS)** We scrub the customer's names, addresses and phones to get an active email address that has been used in the last 48 hours. (good email) We email the customer the good news, that they have been pre-qualified for an auto loan.

***(24/7 LIVE CALL CENTER)** Our call center takes calls from customer that receive the mailers, ringless voicemails, voicemails or emails. We extract all of the customer information, set appointment and follow up.

***(CRM)** Exclusive CRM tool to manage leads and track the results of the program, allows dealer to email, text and market within the CRM.

Count of your Market:

We take very seriously the advertising dollars you invest each month. With that in mind, it is important that we provide you with the information that may not be available to you in order to help you determine how your dollars should be spent in your unique market. We will also provide our insight and recommendation after you have reviewed the following:

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Prepared By:

Tony Nielsen

Dealership:

- **Target Zip Code:**
- **Target Credit Scores:**
- **Number of consumers available who applied for an auto loan in the past 30-days:**

ROI Worksheet

- **Number of Prospects:** _____
- **3% to 5% Response:** _____ **Applications**
- **Your Closing Ratio (Avg 25%):** _____ **Sales**
- **Your Gross Avg. (Avg. \$2,500) =** _____ **Gross**

Daily Fresh Prospect Package Includes:

Elite Call Center

Never miss another sales call or spend your valuable time on the phone chasing down customers. We'll do it for you leaving you more time to sell more vehicles.

Ringless Voice Mail

We have the ability to drop your marketing message directly into a prospect's voice mailbox

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without ever making a call or ringing their phone line.

- Customized mail pieces to send to prospects
- Online CRM tool to manage prospects & responses
- Mobile number scrub
- Ringless voicemail to mobile phone #s daily
- 24/7 Live Inbound and Outbound Call Center
- Online Credit Website to take applications
- Email Appointment reminders to customers
- Custom criteria for your prospects
- No Contract. You choose to renew order by order

**RECEIVE 100%
REIMBURSEMENT FOR
USING OUR PROGRAM!!!**

Approved Co-Op Vendor!



CHRYSLER DODGE
SUBARU Jeep RAM

References:

- Brian Kitts – Joseph Airport Toyota (937) 898-8060
- Jay Marsack – Auto Maxx of Kalamazoo (616) 862-9689
- Eric Landergott - Community Buick (319) 234-5300
- Dan Johnson/Shelly Hamrick – Ray Skillman Shadeland KIA/ Mits (317) 352-9500
- Buzzy Sarrett – Auto Masters Auto Sales (859) 619-8971
- Gail Donato – Zeigler Auto Group (616) 706-4498

Daily Fresh Prospect Package Options:

Option #1: 30 Day Package

1st Month: 1,000 prospects @ \$2.99 per prospect = \$2,995.00

Option #2: 90 Day Package

1st Month: 1,500 prospects @ \$2.59 per prospect = \$3,885.00

2nd Month: 1,500 prospects @ 99¢ per prospect = \$1,485.00

3rd Month: 1,500 prospects @ 1.39¢ per prospect = \$2,085.00

1,000 Prospects	
3 to 5 % Response =	40 Apps
25 % Closing Ratio =	10 Sales
Gross Avg. \$2500 =	\$25,000
Net Profit	\$22,005

1,500 Prospects	
3 to 5 % Response =	60 Apps
25 % Closing Ratio =	15 Sales
Gross Avg. \$2500 =	\$37,500
Net Profit	\$33,615

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*** Program is paid for month by month*

Option #3: 120 Day Package

1st Month: 3,000 prospects @ \$2.33 per prospect = \$6,990.00

2nd Month: 3,000 prospects @ 99¢ per prospect = \$2,970.00

3rd Month: 3,000 prospects @ 1.29¢ per prospect = \$3,870.00

4th Month: 3,000 prospects @ 1.39¢ per prospect = \$4,170.00

*** Program is paid for month by month*

3,000 Prospects	
3 to 5 % Response =	120 Apps
25 % Closing Ratio =	30 Sales
Gross Avg. \$2500 =	\$75,000
Net Profit	\$68,010

Option #4: Unlimited Package

1st Month: 1,500 prospects @ \$2.59 per prospect = \$3,885.00

Any additional prospects for 99¢ per prospect

*** Can be spread over more than 1 month*

*** Max of 7,500 additional prospects*

*** Program must be paid up front*

# of Prospects	_____
3 to 5 % Response =	_____
25 % Closing Ratio =	_____
Gross Avg. \$2500 =	_____
Net Profit	_____

Additional Package Options:

- Pre-printed follow up mailer 15¢ per prospect (*Custom Print*)
- We can mail the 1st letter for 49¢ per prospect (*if applicable*)
 - We can mail the follow up letter for 45¢ per prospect
- Add our daily BK lead program for \$695 (**includes Mailer**)