

LeadsAuto.com | Learn More About Auto Leads

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 leads & 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 Auto Leads
- Credit Website
- Email/Texting technology
- In house support staff

Our Auto Lead 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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Tony Nielsen / Executive Director
Leads Auto, INC

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

Approved Co-Op Vendor!



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SIMPLE STEP BY STEP PROCESS

*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.

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References:

- **Brian Kitts - Joseph Airport Toyota (937) 898-8060**
- **Jay Marsack – Auto Maxx of Battle Creek (616) 862-9689**
- **Gail Donato – Ed Koehn Chrysler Dodge Jeep Ram (616) 706-4498**
- **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**

Daily Auto Lead Package Includes:

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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 without ever making a call or ringing their phone line.

- Customized mail pieces to send to leads
- Online CRM tool to manage leads & 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 leads
- No Contract. You choose to renew order by order



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**)

Daily Auto Lead Package Options:

Option #1: 90 Day Package

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

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

3rd Month: 1,500 leads @ 99¢ per prospect = \$1,485.00

*** Program is paid for month by month*

Option #2: 120 Day Package

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

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

3rd Month: 3,000 leads @ 99¢ per prospect = \$2,970.00

4th Month: 3,000 leads @ 99c per prospect = \$2,970.00

*** Program is paid for month by month*

Option #2: Unlimited Package

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

Any additional leads for 99¢ per prospect

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

*** Max of 7,500 additional leads*

*** Program must be paid up front*

ROI Worksheet

Number of Leads: 1,500

3% to 5% Response: 60 Applications

Your Closing Ratio (Avg 25%): 15 Sales

Your Gross Avg. (Avg. \$2,500) = \$37,500 Gross