

QuickApplication

Capture more finance leads directly from your website.

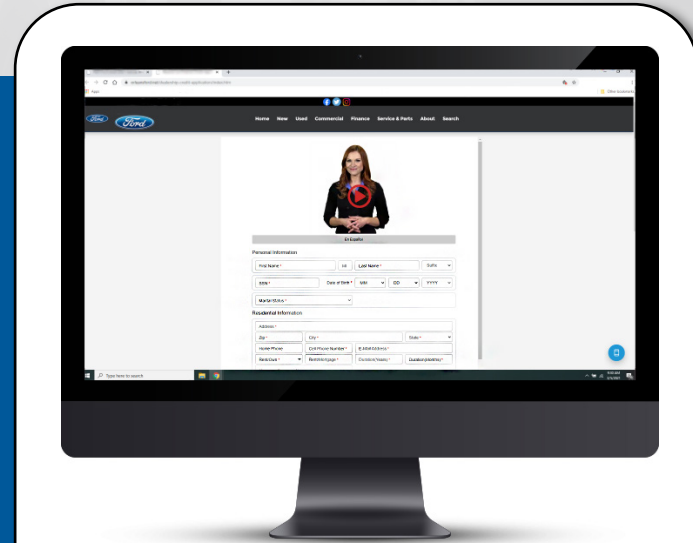
Our web-based app is shorter and less cumbersome than standard credit apps and can easily replace the current credit application on your website. QuickApplication puts your customers in control, minimizing the number of fields they need to fill making it more likely they will complete the form.

How it Works

A link to our QuickApplication can be placed in many locations on your dealership website. Consumers are asked for their Social Security number and a hard inquiry is posted on their credit file. Once a consumer completes the application, they receive an email from the dealership congratulating them on being pre-approved. Dealers receive the consumer lead information via text and email, as well as immediate access to the consumer's credit report. In addition, the information is automatically stored in your CRM.

How you Benefit

- ▶ Drives consumer engagement by letting the customer take control of the credit process before they come to the store
- ▶ Streamlines the finance process by giving you visibility up front to the credit profile of your customers
- ▶ Integrates your customer information directly into your CRM, DealerTrack and RouteOne platforms.
- ▶ Can help you increase gross on special finance deals
- ▶ Instantly receive credit file and decision



Additional Features Include:

- ▶ Available in both English and Spanish options
- ▶ Available in single and multi-page application
- ▶ Automatically delivers risk-based pricing notices as well as adverse action letters for those who fail to receive financing
- ▶ Easy integration with your CRM. Dealertrack, RouteOne, CUDL and other dealer systems
- ▶ Application information automatically stored in your CRM