

AUTO DEALERSHIP LEAD GENERATION SYSTEM

SAVINGS ACCOUNT CARD for first time car buyers



How it Works	Cardholder Benefits	Dealership Benefits
Dealership offers savings account card to prospects that wish to buy an auto but do not have sufficient down payment	Assistance to purchase automobile	Manage the Sales Cycle
Cardholder activates card with complete contact information	Matching funds for down payment	Qualify Prospects
Cardholder establishes a regular savings program to reach their goals	Regular savings plan	Incremental Sales
Dealership offers matching funds	For youths... An online system to receive cash gifts/savings account deposits from friends and relatives towards auto purchase. (e-Vite system to cardholder's email list)	Prospect loyalty while savings is growing
When down payment goals are reached, cardholder negotiates "best deal" with dealership and utilizes card for down payment	Referral rewards redeemed at dealership service center only	Build "reliable & complete" contact list
	Fun, rewarding, professional, methodical steps thru the sales cycle	Increase Lot Visits
	Card with dealership logo becomes a "Keep Sake"	Increase Test Drives
	Lifetime rewards of goal setting and savings habit	Establish Service Loyalty
		Built-in Referral System
		Reporting/Tracking Capabilities
		Public Relationship Opportunity – "Dealership invests \$x,xxx,xxx.xx teaching youths the rewards of a savings habit."
		Minimal investment if sale doesn't complete
		Dealership logo branded on every card and carried by prospect. Better than a business card!
		Proven backend processing/support, VRU System, Card Distribution, Branded Website Interface

