

SUCCESS BEGINS WITH PROSPECTS

WE HAVE CAR BUYERS IN YOUR MARKET

If you knew everyone that was going to purchase a vehicle in your market within the next 72 hours, how many more vehicles could you sell, and how much more commission could you make?



Our prospects are consumers local to your market actively seeking a vehicle and financing.

Over the past 10 years, O'Brien's Targeted Marketing has helped car dealers just like you save thousands every month on their advertising cost while at the same time increasing their sales. At O.T.M., we've delivered millions of fresh, local, quality, auto leads throughout the country, and staff a combined 200 years of dealer experience. In today's market environment it is more important than ever to make your advertising dollars stretch. With that in mind, we have developed a marketing program that assures every penny spent is directed at consumers in your market that are going to buy within the next 3 days.

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IT'S A SIMPLE FORMULA:
MORE LEADS = MORE SALES

When the customers receive the good news...

That they have been prequalified for an auto loan to your dealership, they have three ways to contact you:

- They can call you direct at the dealership.
- They can call our 24/7 live operators.
- They can apply through our website.

When they call our award winning call center, or apply online, you have the application within seconds, complete with the credit app, and a scheduled appointment. In addition, our live B.D.C. will follow up until they arrive at the dealership for their appointment. Never miss another opportunity because you were busy or closed. Our operators will capture that lead.

Our dealers enjoy an average of 4%-7% response with this letter helping them sell even more cars.

Search last names for GO

You are viewing data for WM CARNET at WM CARNET

Show active contacts by last name in ascending order. GO

Print Letters Print Laser Jet Address Labels Print Inkjet Address Labels Print List

NOTE: When printing lists, check the column header of the fields you wish to show
Pages: 1

Last Name	First Name	Home Phone	Ad
BAKER	SHIRLEY	9184379707	1612
GIBBS	MARC	9188062313	4505
HALPAIN	HOWARD	9187722702	5918
HONEYCUTT	KYLE	9183673844	3612
JAMES	TRACY	9183375233	4018
PECE	RICHARD	9187823777	3226
SEAY	JOHNDAVID	9182725987	1707
SEVA	JOHNDAVID	9183352883	7303
PECE	RICHARD	9183853333	3558
THWEET	LIVCA	9183332533	4018
HOWARD	KATE	9183853844	3875

Each day using our exclusive lead generating software

We can find consumers in your market that are currently in the process of seeking both a vehicle and financing from a local car dealership. Better yet, we can filter these consumers by credit score, age. Income or most other criteria you desire.



We provide a seamless route to market your new prospects.

You will be able to access these consumers online daily. After you have credentials to our system, you have three options:

- 1.) You can call them, as their phone numbers have already been scrubbed against the do not call registry.
- 2.) You can mail them an attention getting mail piece that will be provided to you at no additional charge.
- 3.) Let our "Live" Business Development Center make appointments for you. Our B.D.C. operates 24/7 so you will never need to worry about missing a valuable sale.

Our Leads Offer The Highest Return On Investment In The Marketing Business.

- Filtered Results
- Exclusive Lead Rights
- Easy To Use System
- Pre-approved Buyers
- Fresh Leads Delivered Daily
- 24/7 Live Operator Support
- No Long Term Commitment
- Free Discharged Bankruptcy Leads*
- Free 250/mo. On Target Leads*
- Free Internet Leads Via Site*
- Live Business Development Center

*With the purchase of 1,500 or more hot leads per month

**Not Quite
Convinced?**
Call And Ask For
Our References.



Ask About Our On
Target Leads and
Bankruptcy Leads.

**We include both
monthly with our core
1,500 and higher lead
packages!**

Each month we acquire and screen only the highest quality, on target customers in your market with 12 months or less open on their auto loans. All bankruptcy leads included are discharged and local to your market. Call us today to become a member dealer and receive your OTL's and BK's at no additional cost.

O.T.M. Monthly Packages

750 Leads

4 to 5% response = 34 apps
25% close ratio = 8 SALES @
gross average 2,500 = \$20,000
Initial Investment = \$2,086

Net Profit: \$17,914.50

1,500 Leads

4 to 5% response = 68 apps
25% close ratio = 17 SALES @
gross average 2,500 = \$42,500
Initial Investment = \$3,324

Net Profit: \$39,176.50

3,000 Leads

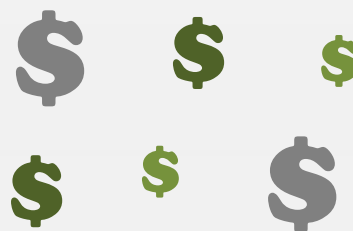
4 to 5% response = 135 apps
25% close ratio = 34 SALES @
gross average 2,500 = \$85,000
Initial Investment = \$5,649

Net Profit: \$79,351.00

Call and find out what dealers are saying is: "The Best Lead Program Ever Created."

With over 200 years of dealer experience on staff...

Every account manager that is responsible for assisting you in successfully implementing our program in your dealership has been, at one time or another, a successful sales manager at a store, or a dealer principle. We invite you to review our program either online at: www.obmarketing.com, or by calling 813-610-1943. One of our several knowledgeable account managers can follow-up with you and answer any questions you may have, including how you too can become a successful member dealer.



Exclusive Rights With Americas Top Creditors

It is our business as standard policy to supply our dealerships with the best possible chance to sell vehicles. Therefore, we want you to receive only the highest quality vehicle leads available. Our exclusive relationship with America's top credit bureaus (Equifax and TransUnion) is your pipeline to the most effective leads with the highest return on investment.



If your auto dealership is not taking advantage of O'Brien Targeted Marketing lead generation you are handing over real customers to other dealers in your area!



SUCCESS FROM OUR DEALERS AROUND U.S.

"In July with little inventory I still delivered 18 vehicles from the this lead program."

-Jay Marsack
616-862-9689
Zeigler Auto Group

"29 confirmed car deals completed so far this month directly from these auto leads."

-Adam Hayford
231-638-7840
Lafontaine Auto Group

"Sold 13 automobiles from this program for this month on a total of 750 leads."

-Gerry Christiaans
231-799-7165
My Auto Imports Center

"We delivered 93 cars for July as a result of O.T.M., and forecast over 130 for August."

-Bob Bloemaker
513-478-1100
JD Byrider

ADDITIONAL O.T.M. DEALER REFERENCES AVAILABLE UPON REQUEST

Tameron Honda
David Rowan
(205) 994-1639

R&B Car Company
Rob Boley
(219) 510-5700

Quality Lincoln
John Petrunis
(856) 327-3000

Murphy Auto Group
Clinton Garbrecht
(619) 444-7007

Skillman Auto
Corinna Lee
(317) 888-9500

Advertise to the Right People, at the Right Time, with the Right Message at the Best Price, with No Long Term Commitment. -Ed Shell: 813-610-1943