

# Auto Leads Pricing Packages

## 750 Leads

4 to 5% response = 34 apps  
 25% close ratio = 8 SALES @  
 gross average 2,500 = \$20,000  
 Initial Investment = \$2,242

**Net Profit: \$17,758\*\***

750-1499 \$2.99<sub>ea.</sub>

## 1,500 Leads

4 to 5% response = 68 apps  
 25% close ratio = 17 SALES @  
 gross average 2,500 = \$42,500  
 Initial Investment = \$3,375

**Net Profit: \$39,125\*\***

1,500-2,999 \$2.25<sub>ea.</sub>

## 3,000 Leads

4 to 5% response = 135 apps  
 25% close ratio = 34 SALES @  
 gross average 2,500 = \$85,000  
 Initial Investment = \$5,850

**Net Profit: \$79,150\*\***

3,000+ \$1.95<sub>ea.</sub>

\*\*Based on current dealer feedback.

## Pricing Includes the Following Features & Benefits

- 24/7 'LIVE' B.D.C. to take application.
- 4-Color Custom Mailers to send to Prospects.

## Additional Available Services for only \$249 per order.

- Our 24/7 B.D.C. will set appointments for times you specify on all applicants.
- B.D.C. will call all leads with phone numbers and set appointments; B.D.C. will also provide follow-up on any missed appointments.
- Discharged Bankruptcy Prospects, provided weekly.

To get started or for special pricing on first orders of 2,500 auto leads or more call and speak with one of our knowledgeable account managers today.