

Auto Leads Pricing Packages

750 Prospects

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_{ea.}

1,500 Prospects

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_{ea.}

3,000 Prospects

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_{ea.}

**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 \$399 per order.

- Our 24/7 B.D.C. will set appointments for times you specify on all applicants that apply!
- 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!
- On Target Leads (consumers who owe 12 mo. Or less on auto paying 15% or more interest with payments of \$350 or more with good payment history.
- Unlimited Tracking of Your Previous Customers.
- Prospects driving your specific make.
- Discharged Auto Lead Bankruptcy Prospects, provided weekly.

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

Customer Track • Toll Free: 1.800.944.0213 • Office: 231.773.9850
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