

Questions to ask yourself:

1. Would you like to know of every customer in your area who is in the market to buy?
2. Would you like to be the only dealership in your market who has access to this information?
3. Would you like your leads to fit your exact credit criteria?

How Does Your Hot Auto Leads .com Auto Sales Leads Work?

1. Your Hot Auto Leads .com has unique agreements to receive information from the top credit bureaus.
2. Everyday the credit bureaus send Carnet a listing of every customer who physically gave written permission to have their credit bureau pulled for an auto inquiry at a competitive dealership in your direct market.
3. Dealer sets the parameters for what a “qualified auto lead” is. ie. dealer selects FICO score range, BK status, repo status, trade line status for customers.
4. Dealer selects zip codes and market areas that the leads will come from.
5. Leads will be **Guaranteed Exclusive** to the dealer for the selected zip codes.
6. Carnet provides your dealership with an online CRM tool that will track each and every customer who just had their bureau pulled.
7. Carnet runs a reverse phone append and scrubs the leads through your states do not call registry. We provide you with every customer’s phone number who is not on the DNC to help you get a hold of the customers now.
8. Mailers get sent out to each lead you purchase.
 - a) One is sent directly from your dealership (we supply the pre-approvals)
9. Dealer gets in touch with customers via Phone numbers, and customers respond to the mailers. Each mailer has your dealership’s contact information and an 800#, a website and PIN # supplied by Your Hot Auto Leads .com that links directly to our **24-7 BDC**
10. When a customer calls our BDC, we will schedule an appointment date and time for the customer to come into your dealership.
11. **YOU SELL THEM A VEHICLE!!!**

Have any questions: Call us directly at 1-800-944-0213
www.YourHotLeads.com

What are the Costs and Bottom Line R.O.I?

We Include to You at No Additional Charge – Setting up of the CRM, BDC, Customer Track, and a box of Pre-Approved, 4 Color Mailers sent directly to your dealership for every auto lead you purchase plus 10% more (invest in 1,000 auto leads, you receive 1,100 mailers)

$1,500 = \$2.59 \text{ per lead} = \$3,885 \text{ total investment (now including set up)}$

$3,000 = \$2.33 \text{ per lead} = \$6,990 \text{ total investment (now including set up)}$

$5,000 = \$1.99 \text{ per lead} = \$10,000 \text{ total investment (now including set up)}$

Want more than 5,000 auto leads? Ask your knowledgeable account manager.

R.O.I.

1,500 Leads:

Minimum of a 4-5% show rate = 68 Apps (*these numbers are very conservative*)

20% close ratio = 10-13 cars sold

25% close ratio = 15-17 cars sold

30% close ratio = 19-21 cars sold

If your average gross is only \$2,000 per vehicle...

10 cars sold = \$20,000 Gross minus \$3,885 investment = **533% ROI**

21 cars sold = \$42,000 Gross minus \$3,885 investment = **1120% ROI**

Bottom Line:

Today you are watching your ad dollars closer than ever. Today you have to invest your ad dollars more wisely than ever. We are in a different time than we were a few years ago. Make sure that every dollar you spend goes to a customer who is guaranteed to be in the market and actively shopping your competition. Be the dealer to gain more market share. Be the aggressive dealer, make more money, and do it easily with Your Hot Auto Leads .com Auto Leads.

Have any questions: Call us directly at 1-800-944-0213
www.YourHotLeads.com

HERE IS THE
PIECE THAT WE
DROP SHIP TO
YOU FOR YOU
TO SEND OUT
EVERY DAY.

SEE REVERSE SIDE FOR IMPORTANT NOTIFICATIONS, TERMS AND CONDITIONS.

 

Auto Offer Validation

Secured Website and 24/7 Live Agent Call Center

Call Now 24/7
1-855-378-3932
Your Validation PIN
N7813

Congratulations, you have been pre-qualified for an auto loan from between \$8,500 and \$26,900**. With this offer you could take 48 to 72 months to repay*!

****See reverse side for important notifications, terms and conditions.**
***Not in conjunction with the OAC offer of credit.**

You have been pre-qualified for this offer because you are in a **select group of individuals** who currently appear to meet necessary guidelines for this offer. To take advantage of this offer and to **make an appointment with your dealer** to discuss your transportation needs, simply **follow the steps below:**

STEP 1 
Call 1-855-378-3932 -or- www.UCanGetACar.com

STEP 2 
Enter Your PIN:
N7813

STEP 3 
Present this letter and select your vehicle.

If you are in the market for a New or Used vehicle, your platinum Pre-Qualification status means you can have the luxury of actually **walking into our preferred dealership with everything already in place!** Platinum Pre-Qualification** status means dealership credit hassles are a thing of the past.

In addition, but not in conjunction with this offer of credit, if you are a previous customer of ABC Motors they would like to offer you an additional **\$1,000 on your trade-in or to use on your down payment**. Just their way of saying thanks for your loyalty over the years.

You can choose to stop receiving "pre-screened" offers of credit from this and other companies by calling toll-free 888-567-8688. See the **PRESCREEN & OPT OUT NOTICE** on back for more information about prescreened offers.

Outside of Letter

