

# Technology **That Drives** Increased Market Share and Operational Efficiency

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# FRONT-END FUNDAMENTALS

## 8 Keys to Driving a Sale



VEHICLE  
SELECTION



ACQUISITION  
PROCESS



TRANSPORTATION



RECONDITIONING



PRICING



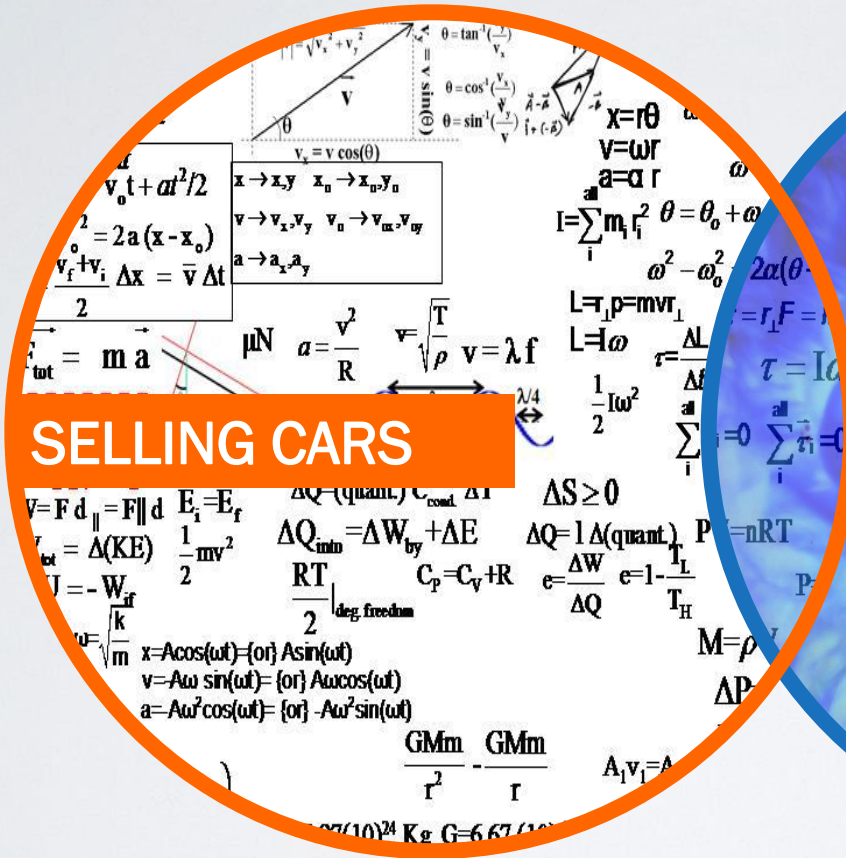
PHOTOS  
AND VIDEO



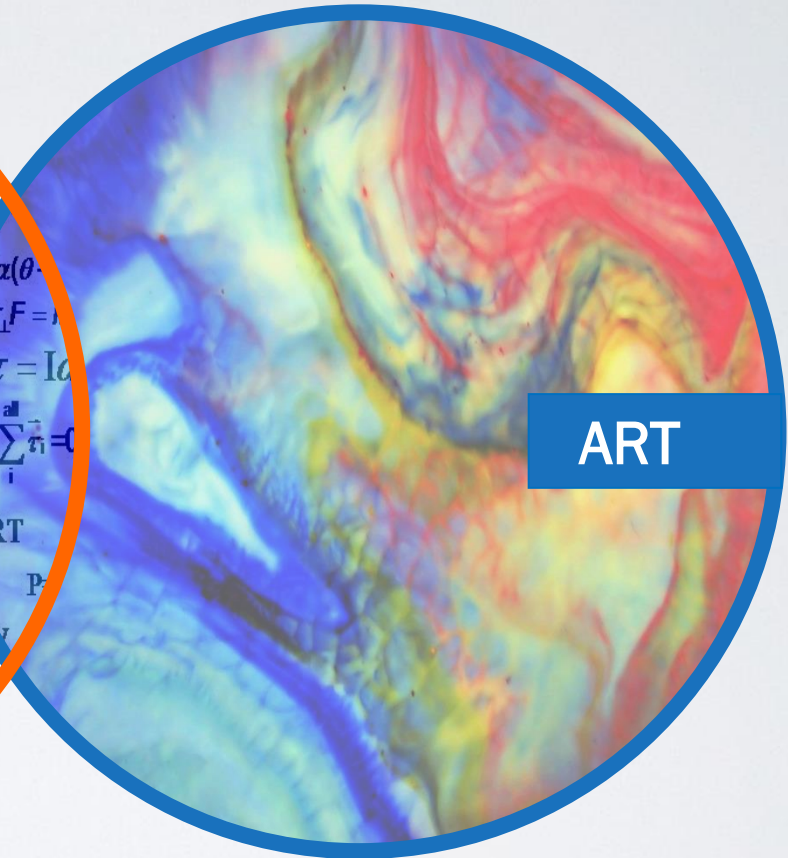
DESCRIPTIONS



CUSTOMER  
HANDLING



**SELLING CARS**



**ART**

Offline operational excellence  
separates outstanding online  
marketers from everyone else

# 1

# VEHICLE SELECTION

The right inventory at the right price



# 2 ACQUISITION PROCESS

How to buy – not just sell – cars



# 3

# TRANSPORTATION

The fastest destination to your dealership



# 4 RECONDITIONING

It's all in the details





# 5

## PRICING Pricing pays



# 6

## PHOTOS & VIDEOS

Every image sells your story

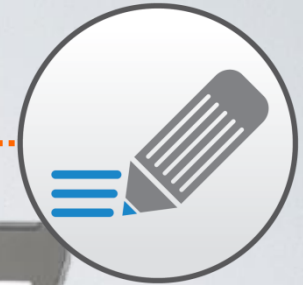


## 7

## DESCRIPTIONS

Tell them what will sell them

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*Check out this gently-used 2012 Acura MDX we recently got in. The MDX doesn't disappoint, and comes with all the quality and understated opulence buyers have come to expect from the respected Acura marque. A truly versatile SUV, this vehicle will please even the most discerning of buyers.*

# 8

# CUSTOMER HANDLING

Deliver the experience the customer expects



# FRONT-END FUNDAMENTALS



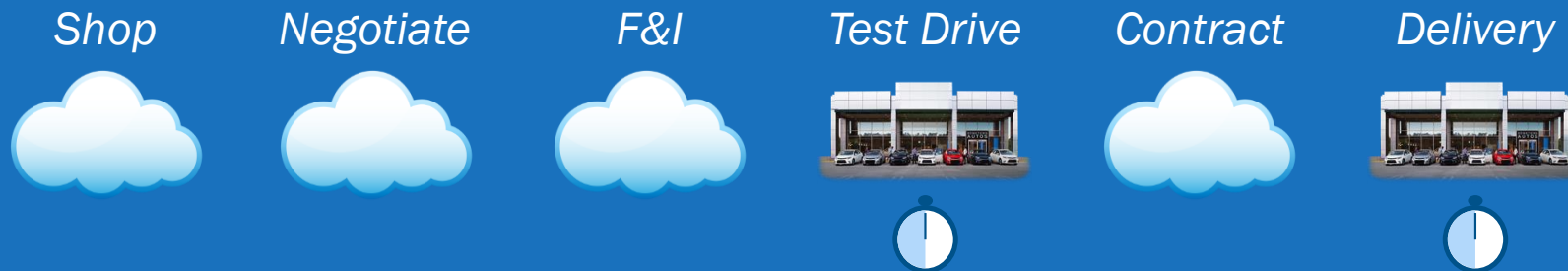
TODAY

Experience is only partially enabled online  
 Consumer experience expectations are escalating



VISION

Seamless transition between online and in-store  
 Dealers at the center of the retail transaction; financing happens earlier



# FRONT-END FUNDAMENTALS

## 8 Keys to Driving a Sale



VEHICLE  
SELECTION



ACQUISITION  
PROCESS



TRANSPORTATION



RECONDITIONING



PRICING



PHOTOS  
AND VIDEO



DESCRIPTIONS



CUSTOMER  
HANDLING

# KEY TAKEAWAYS

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The industry will continue to **innovate**

Top dealers are **technology-** and **data-focused**

Success is the **confluence** of these 8 key areas

**Operational efficiency** is what will set you apart from everyone else



# What BHPH Shoppers Want From Your Dealership

**Brett Kelly**

Director, Independent Dealer Business



HIGH

EFFICACY  
LEVEL

Connection + Transparency + Compliance  
**= Efficiency**

**MYTH**

BHPH buyers **don't**  
use the internet

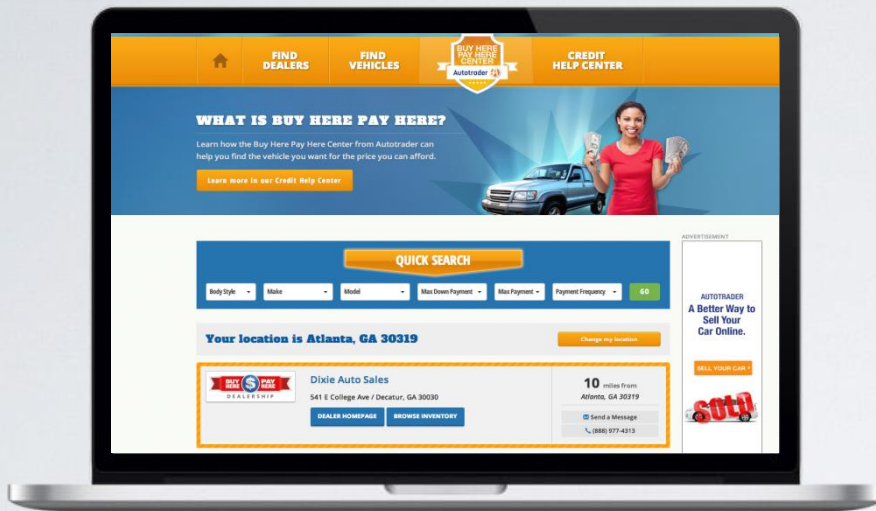


**4** out of **5**  
**BHPH CUSTOMERS**

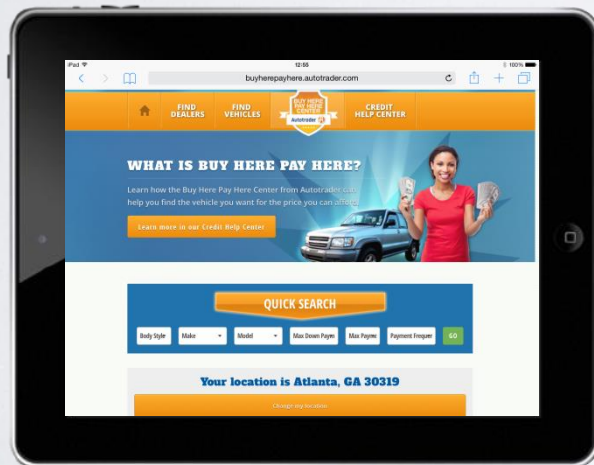
**conduct  
research**  
prior to visiting  
the dealership



We also know that ...



**BHPH  
shoppers  
are online**



**70%**  
use the Internet



**BHPH**  
shoppers  
own lots of  
**digital**  
devices



# Connection

**BUY HERE  
PAY HERE  
CENTER**

**Autotrader**



SM

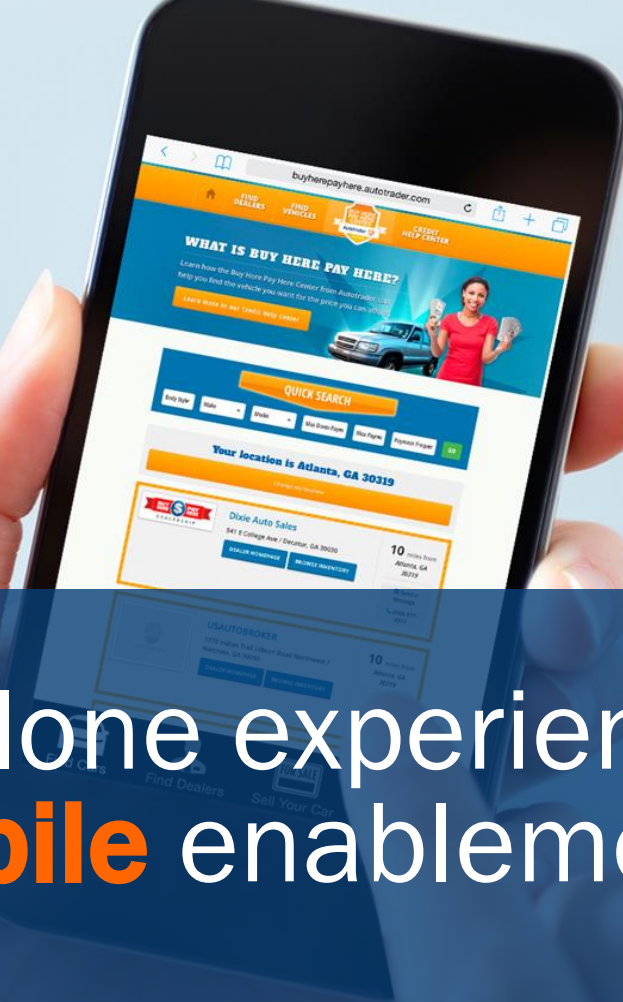








**68%**  
Visits are from  
**mobile**



Stand-alone experience  
with **mobile** enablement

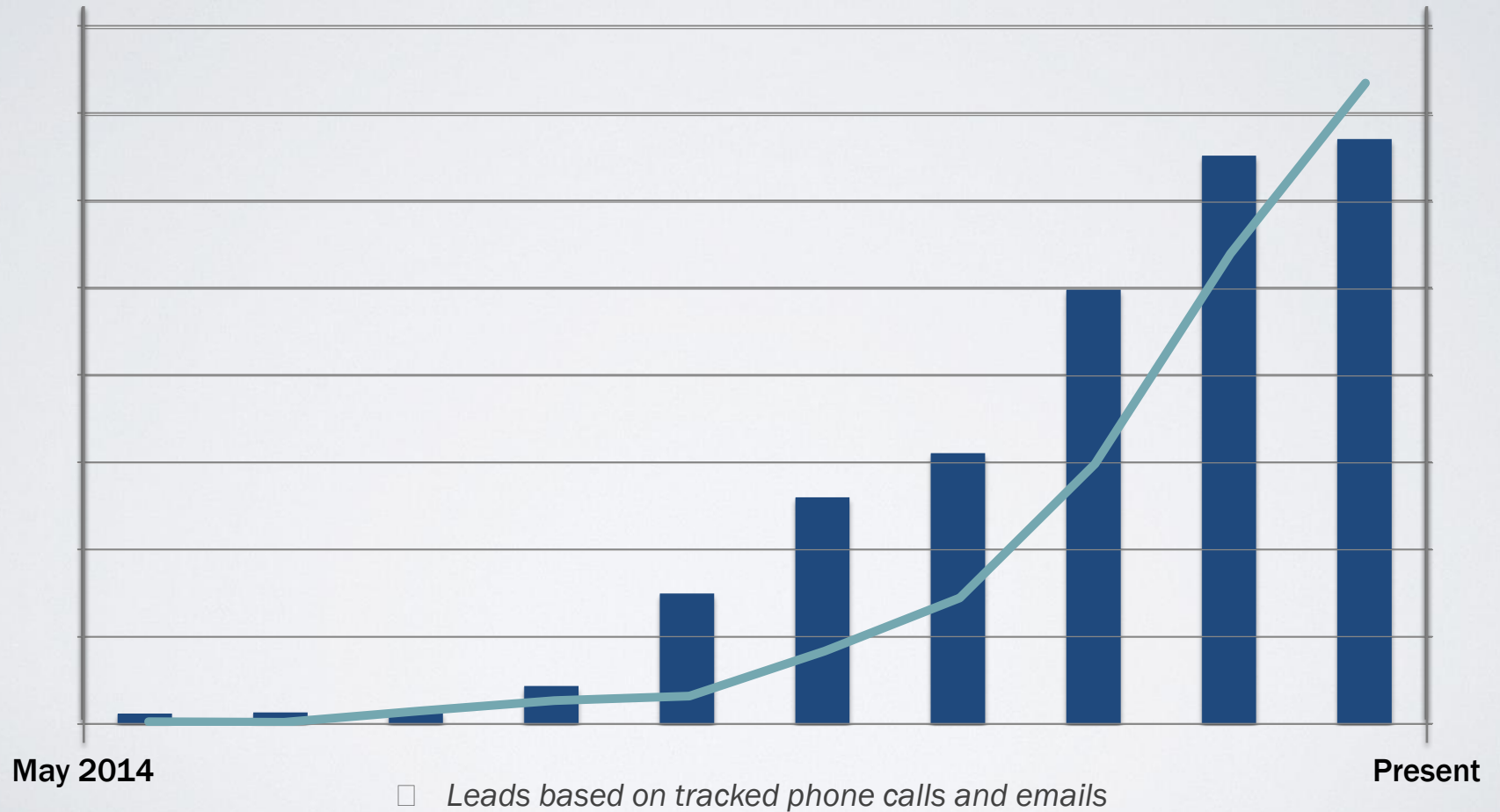
# Number of Visitors



June 2014

LEADS GROWTH

March 2015





**10%**  
Conversion  
rate



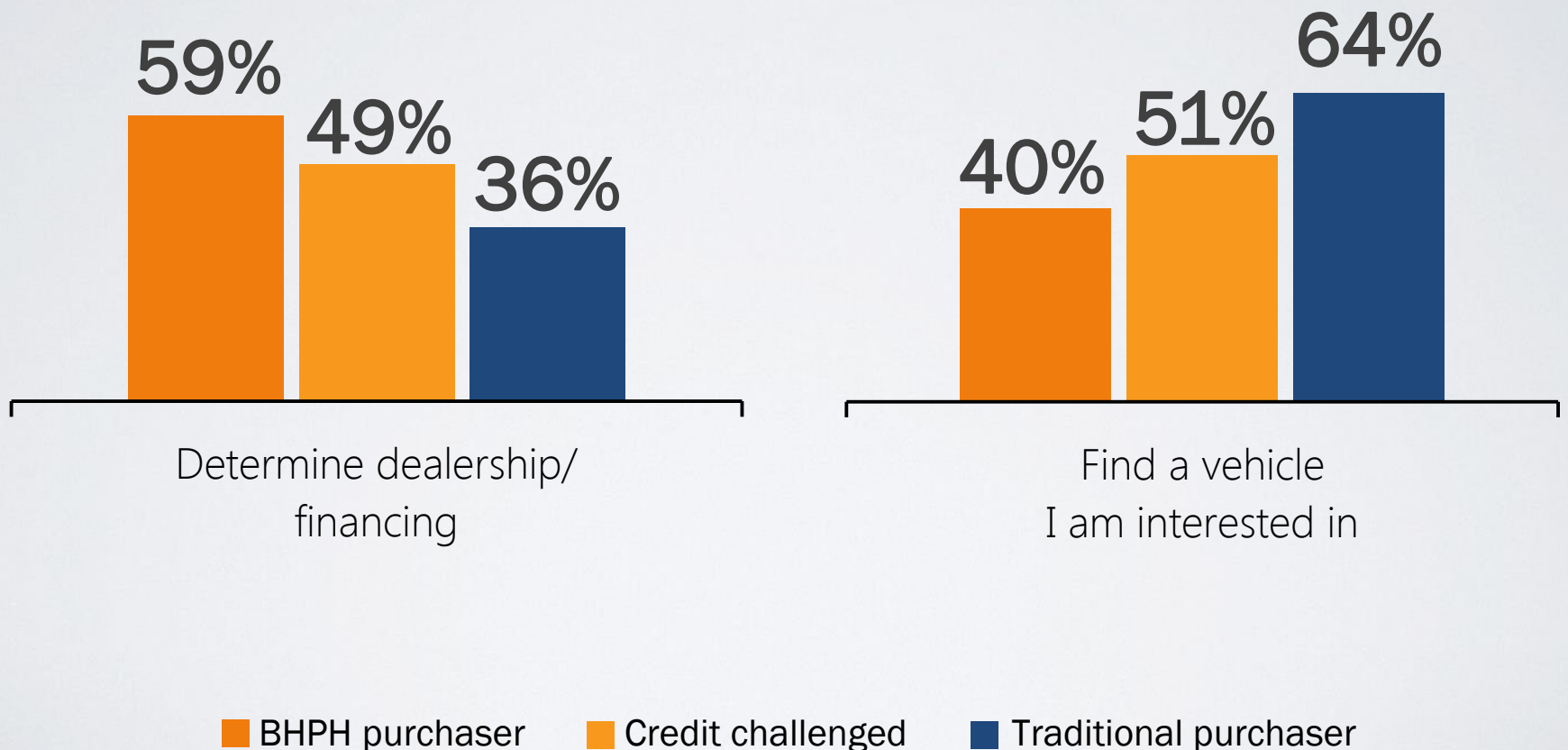
**MYTH**

BHPH dealers  
**CAN'T** win through  
**TRANSPARENCY**



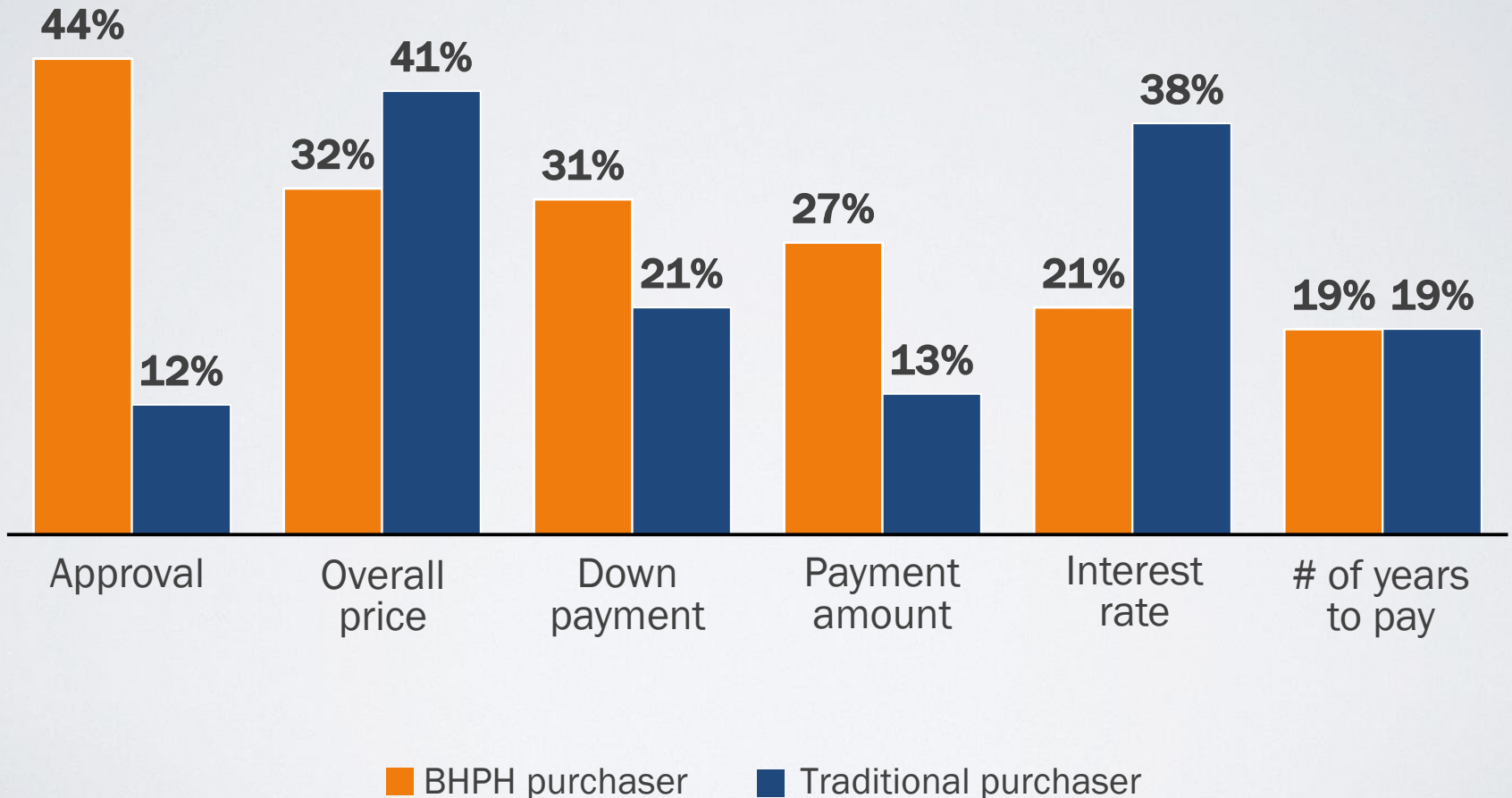
# Aligning BHPH shoppers & dealer needs

# First step in the shopping process





# Financing priorities





“ I sat there  
*(traditional dealership)*  
for 3 hours through the  
whole dog & pony show and  
then they said they weren't  
going to approve me. ”

-BHPH Purchaser



Emphasize  
**key**  
messages



**EASY  
APPROVAL!**



Include information about what **will** get them approved



Include  
**down  
payment**  
information



Don't  
forget  
vehicle  
price &  
monthly  
payment





Because **misleading** pricing information is the top complaint of online shoppers





.....and regulators  
**Transparency**





You're in it alone

# Disclaimers



## PAYMENT INFORMATION

Down Payment: **\$2,000**      Weekly \$100      Bi-Weekly \$200  
Purchase Price: \$12,000      Monthly \$434

ADVERTISED PRICE EXCLUDES TAX, TAG, TITLE, DEED, AND REGISTRATION FEE. FINANCING FEE, DOCUMENTATION FEE, AND SERVICE FEE. SEE DEALER FOR DETAILS. CREDIT HISTORY, ADDITIONAL "LENDERS ACQUISITION"

## PAYMENT INFORMATION

Bi-Weekly \$319

fees are included in the Downpayment . We may require additional documents. Hablamos Espanol.

## PAYMENT INFORMATION

Down Payment: **\$1,950**  
Purchase Price: \$10,995

WE OFFER GUARANTEED IN HOUSE FINANCING. NO CREDIT CHECK. NO INCOME PROOF OF RESIDENCE AND GEORGIA LICENSE REQUIRED. A sales assistant or pick up notes are available see dealer for details. We offer automotive Financing to individuals with less than perfect credit. We offer customers with affordable monthly payments and flexible terms with mutual respect. We realize no one is perfect and we want to help you get an in-house loan in just minutes. Just show us when you are ready.

## PAYMENT INFORMATION

Down Payment: **\$2,000**      Weekly \$125      Bi-Weekly \$250  
Purchase Price: \$15,995      Monthly \$542

Down payment, weekly, bi-weekly and monthly payments can vary per customer. Contact the dealer for payment terms and conditions.

# Disclaimers



All prices and specifications are subject to change without notice. Sales Tax, Title, License Fee, Registration Fee, Finance Charges, Emission Testing Fees and Compliance Fees are additional to the advertised price. We provide easy in-house financing. All cars are sold AS-IS with warranties available. Please contact our Sales Staff for more details on our great Buy Here Pay Here Deals.


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The price you see is the same as you pay. No hidden costs!!!!, No Worries!! We've been here for more than 7 years now. We specialize in bad credits, no credits, foreclosure , multiple repos , short job time, disable customers , college students, dreamers. We accept letter heads, cash pay workers, self employed and business owners.



# Dealer Resources



 **BRETT KELLY** ▾

[DASHBOARD](#) [MY VEHICLES](#) [MY MICROSITE](#) [MESSAGES](#) [BANNER ADS](#) [DEALER RESOURCES](#)

Atlanta Credit Cars  
**Dealer Resources**

**Need some assistance?**  
 (877) 204-2526  contact us

## Guy Walks into a Bar...and Won't Pay His Tab! by David Silverman

When we last saw Guy at the infamous "Clear & Conspicuous Disclosure Bar" he had ordered one "Bucket of Fun" for \$30.00 but got stuck with 6 Buckets and a \$180.00 bar tab because the advertisement required a minimum purchase of 6 "Buckets" at \$30.00 a pop. Guy's refusing to pay claiming the disc...

[READ MORE](#)

## Setting Yourself Apart from the Competition on your Microsite

A unique and valuable asset included in the Autotrader.com Buy Pay Here Center is the inclusion of a Microsite for your dealership. This can function as a compliment to your already existing w...

[READ MORE](#)




## Making the Most of Online Advertising - What's the ROI for you?

You already know most every customer has been online looking at cars, but how can you decide if you are getting a return on your investment?

[READ MORE](#)

**LEARN**  
BEST PRACTICES TO  
MAXIMIZE YOUR PROFIT  


**CONNECT**  
WITH OUR INDUSTRY  
AND INTEGRATION  
PARTNERS  
  
  


**VIEW**  
THE LATEST BUY HERE PAY  
HERE INDUSTRY NEWS  
  
  


# Merchandising Enhancements



## Tune Up Garage

Tips to improve the visibility of each vehicle listing

Tips to improve the dealer page

Your current dealership score:

**8** out of **10**

Above Average

Your score represents how well you are taking advantage of the features available in your account. Make the most of your experience by providing details about your dealership and fully merchandising your vehicle listings.

Here's what you can do to improve your score:

[Tune Up My Inventory »](#)

[Tune Up Homepage »](#)

*\* Recommended \**

Here are some things that will improve the visibility of your listings:

**Extend your service area.** Increasing your area of service increases your traffic.

[Set My Service Area to 25 Miles](#)
[Set My Service Area to 50 Miles](#)
[Set My Service Area to 100 Miles](#)

Improve the content of your listings. Make sure that you aren't missing search opportunities.

MAKE / MODEL / HEADLINE	DAYS ON SITE	EXPIRES	SCORE	
2010 BMW 750i	50	Tomorrow	<b>7</b>	<a href="#">View Suggestions</a>
2007 Porsche 911	64	Tomorrow	<b>7</b>	<a href="#">View Suggestions</a>
2006 Chevrolet Monte Carlo	64	Tomorrow	<b>7.5</b>	<a href="#">View Suggestions</a>

Here are some things that will improve your dealer page:

- Add location information to your dealership page
- Add an about us widget [Add About Widget »](#)
- Upload photos of your dealership [Upload Photos »](#)
- Set your hours of operation [Set My Hours »](#)
- Add vehicle financing information [Add Financing »](#)



# Efficiency





# Customer **HANDLING**



What we  
need from  
**YOU**



Become  
an active  
**PARTNER**



## Two-step dealer enrollment process

### Dealer Sign-Up\*

\*Receive FREE vehicle listings thru May 31, 2015!

Sample Motors LLC

John Hawkins

jhawkins101@samplemotorsllc.com

..... ✓

..... ✓

I affirm that my dealership offers in-house financing and makes its own lending decisions.

By clicking Sign Up, you agree to our [Terms of Service](#)

**Sign Up**

#### Reach credit-challenged shoppers in your area:

- Rich inventory marketing tools
- Engage more local shoppers
- Viewable on all devices (PCs, tablets & mobile).

### Tell us more about your dealership.

Complete the following form to receive an email to verify your account. While your account is being approved for activation, you can continue customizing your dealership's profile and start listing your inventory.

**Dealership Address** 3003 Summit Blvd NE, Atlanta, GA, United States

My corporate address is the same as my dealership address

**Service Area** 50 miles

**Contact Information**

**Lead Email Address** leademail@samplemotorsllc.com

**Public Phone Number** (404) 568-6000

**Legal Information**

**Your disclaimer** All prices and specifications are subject to change without notice. Sales Tax, Title, License Fee, Registration Fee, Finance Charges, Emission Testing Fees and Compliance Fees are additional to the advertised price. We provide easy in-house financing. All cars are sold AS-IS with warranties available. Please contact our Sales Staff for more details on our great Buy Here Pay Here Deals.

**Save My Information**

- All consumer searches are geo-filtered. This means that only local shoppers find your dealership and inventory.
- Specifying your business' service area helps us to connect you to buyers only within your area.
- Inquiries from site visitors will be forwarded to this email address.
- We'll provide a toll-free 800 number that is forwarded to this number.
- Adding a disclaimer to your dealership microsite allows you to disclose additional terms and conditions to purchasing your vehicles. A generic disclaimer is provided or you can create your own.



# Merchandise **YOUR** dealership online



# Search engine optimized dealer microsites



**HOMETOWN AUTOS USA**

HOME | BROWSE VEHICLES

We're located 0 miles from Miami, FL 33101

**HOMETOWN AUTOS USA**  
22515 S Dixie Hwy  
Miami, FL 33170  
[Get number](#)

**CONTACT US NOW**

**GET DRIVING DIRECTIONS**

<b>Monday</b>	9:00 AM - 6:00 PM
<b>Tuesday</b>	9:00 AM - 6:00 PM
<b>Wednesday</b>	9:00 AM - 6:00 PM
<b>Thursday</b>	9:00 AM - 6:00 PM
<b>Friday</b>	9:00 AM - 6:00 PM
<b>Saturday</b>	10:00 AM - 5:00 PM
<b>Sunday</b>	Closed

SEARCH OUR VEHICLES

Body Style | Make | Model | Max Down Payment | Max Payment | Payment Frequency | **SEARCH**

The screenshot shows a mobile-optimized website for 'HOMETOWN AUTOS USA'. At the top, there's a navigation bar with a home icon and a 'BROWSE VEHICLES' link. Below this is a map section with a Google Maps view of the dealership location in Miami, FL, and a text overlay stating 'We're located 0 miles from Miami, FL 33101'. To the right of the map, the dealership's name, address, and phone number are listed, along with a 'Get number' link. Two prominent green buttons are labeled 'CONTACT US NOW' and 'GET DRIVING DIRECTIONS'. A table displays the dealership's operating hours for each day of the week. Below the map and contact information is a large photo of a red car in a dealership lot, with a smaller photo gallery below it. At the bottom, there is a search bar with a 'SEARCH OUR VEHICLES' button and a filter section with dropdown menus for 'Body Style', 'Make', 'Model', 'Max Down Payment', 'Max Payment', and 'Payment Frequency', followed by a 'SEARCH' button.





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LEVEL

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