

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

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Cox Automotive

HIGH

EFFICACY
LEVEL

Connection + Transparency + Compliance
= Efficiency

MYTH

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

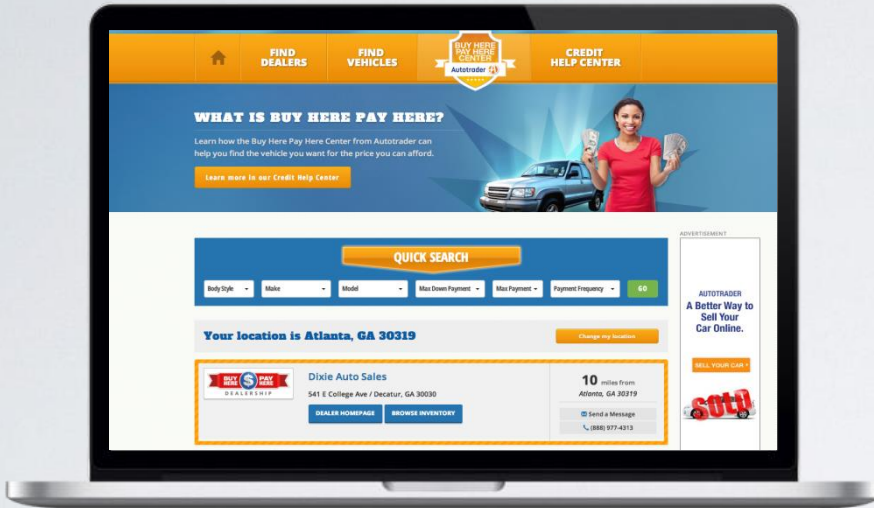


4 out of **5**
BHPH CUSTOMERS

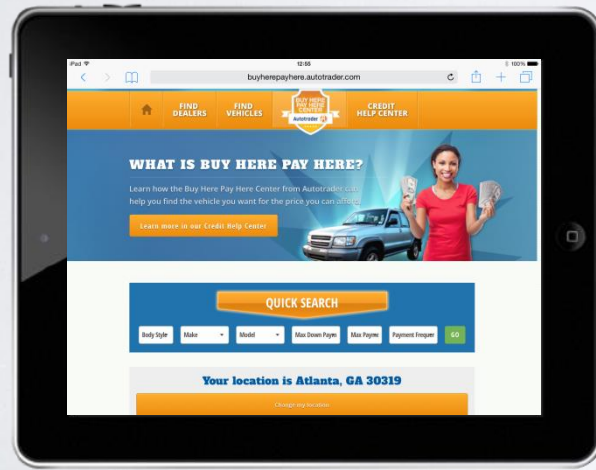
**conduct
research**
prior to visiting
the dealership

Autotrader 

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



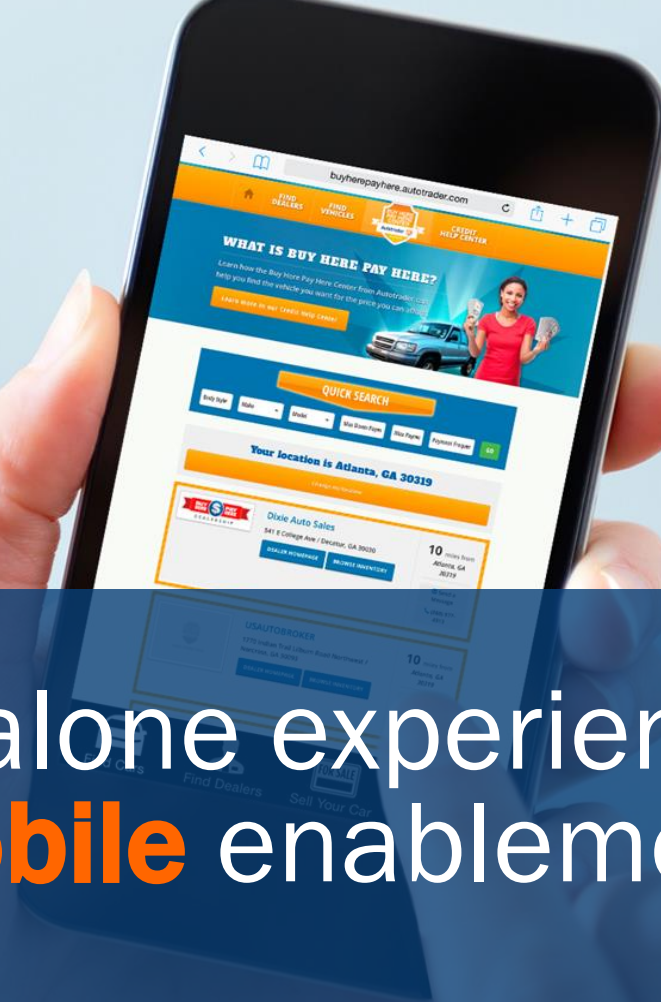
SM







73%
Visits are from
mobile



Stand-alone experience
with **mobile** enablement

Number of Visitors



June 2014

LEADS GROWTH

September 2015



> Leads based on tracked phone calls and emails



10%
Conversion
rate



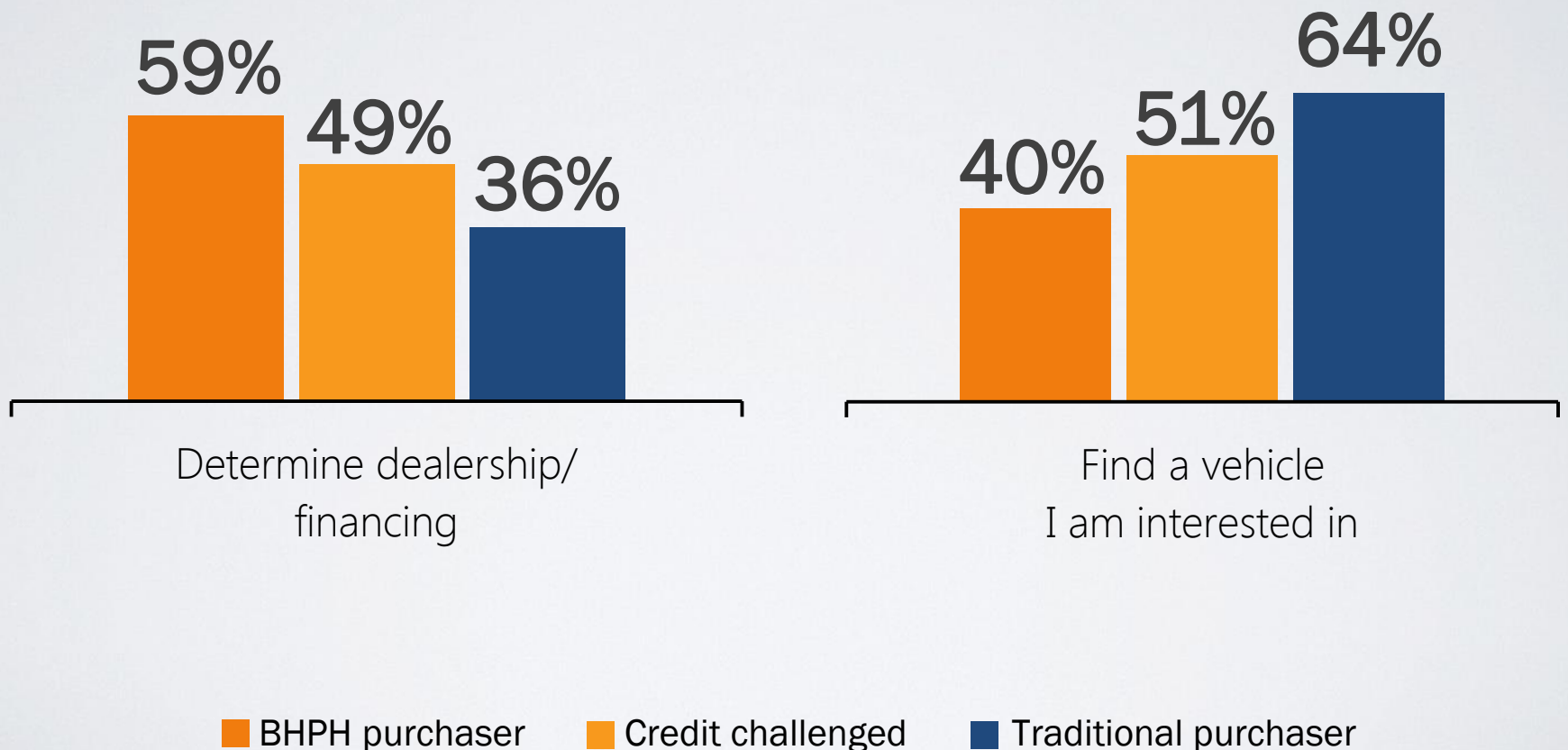
MYTH

BHPH dealers
CAN'T win through
TRANSPARENCY

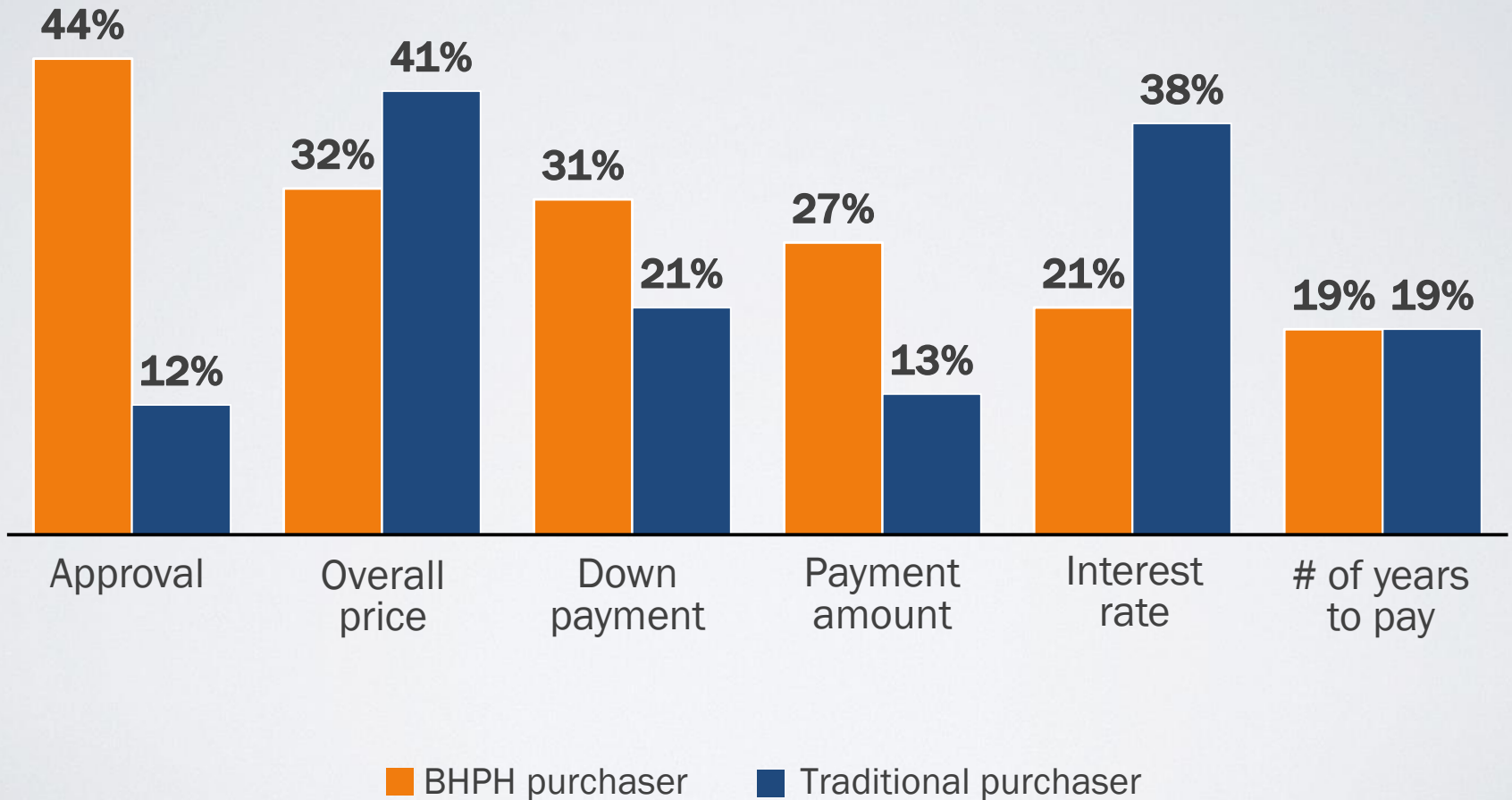
A man in a dark suit and tie is smiling and holding a set of car keys in his right hand, extending it towards the camera. The background is a bright blue sky with white clouds. The image is partially obscured by a dark blue horizontal band that contains the title text.

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



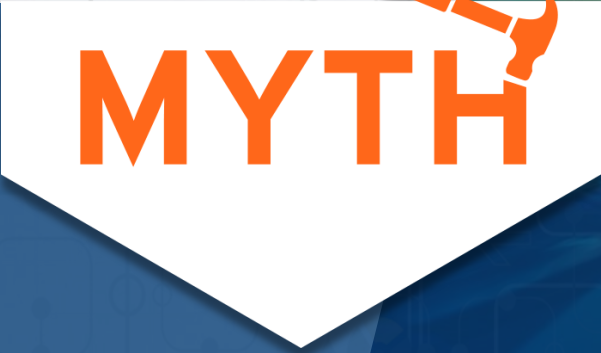


Because **misleading** pricing information is the top complaint of online shoppers



.....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 COSTS, INCLUDING INTEREST, AND LATE FEES ARE NOT INCLUDED. SEE DEALER FOR DETAILS. *ADDITIONAL "LENDERS ACQUISITION" FEE MAY APPLY.

PAYMENT INFORMATION

Bi-Weekly \$319

Some 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 a fair price 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.

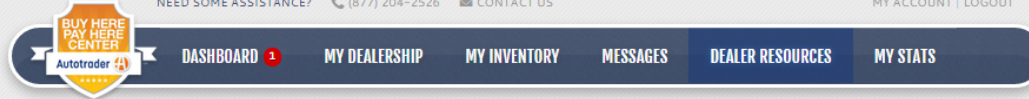
Dealer Resources



WELCOME BACK, Atlanta Credit Cars!

NEED SOME ASSISTANCE? (877) 204-2526 CONTACT US

MY ACCOUNT | LOGOUT



Dealer Resources

It's Magic It's Misdirection! by David Silverman

This is the sixth in a series of articles about on-line advertising by automobile dealers sponsored by www.Autotrader.com and provided exclusively for its subscribers. The purpose of the articles is to deliver general guidance for dealers regarding on-line advertising.

[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](#)



Merchandising Best Practices for getting the most from your online classified ads

Congratulations! The fact that you are reading this article shows that you understand the power of listing your inventory online and providing your unique selling message to the BHPH audience you...

[READ MORE](#)

LEARN
BEST PRACTICES TO MAXIMIZE YOUR PROFIT

CONNECT
WITH OUR INDUSTRY AND INTEGRATION PARTNERS

TOM HAMPTON AGENCY
David Silverman
Attorney & Counselor At Law, PLLC

Auto Revolution
AutoDealerWebsites.com
Wayne Reaves
Dealer Software & Websites

VIEW
THE LATEST BUY HERE PAY HERE INDUSTRY NEWS

BHPH
BHPH 2015

Merchandising Enhancements



Tips to improve the dealer page

Tips to improve the visibility of each vehicle listing

Here's a look at how your dealership is doing this month:

YOUR DEALERSHIP



- ✓ Add **location** information
- ✓ Add an **about us** widget
- ✓ Upload **photos** of your dealership
- ✓ Set your **hours of operation**
- Add **vehicle financing** information >

[Update My Dealership Page >](#)

*Increase your merch score to inform & attract shoppers.

YOUR INVENTORY



- 100% have photos**
You can have up to 50 per listing.
- 100% have a total price**
Visible prices give more exposure.
- 97% have a downpayment**
Show up when users search by downpayment.
- 0% have a payment amount**
Show up when users search by any of weekly, bi-weekly or monthly payment.

[Manage My Inventory >](#)

*Increase your inventory score to increase your exposure to shoppers.

Performance Tracking



Here's a look at how your dealership is doing this month:

SHOPPERS
your dealership has reached
246
SHOPPERS IN YOUR AREA

Meet Your Shoppers >

INVENTORY
shoppers clicked on your vehicles
962 TIMES

Visit Your Lot >

COMPETITION
COMING SOON

Beat the 'Other' Guys >

246 SHOPPERS FOUND YOU
on the Autotrader Buy Here Pay Here Center

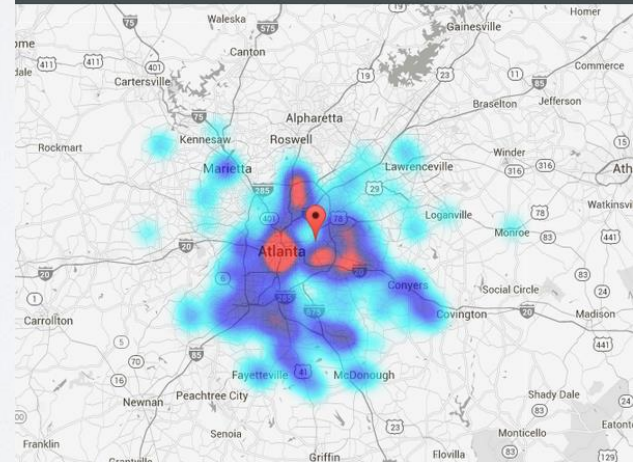
local shoppers

- 29% DESKTOP
- 63% MOBILE
- 6% TABLET

ENGAGEMENT:
CONNECTING TO YOU

VOP Microsite Emails Calls

Local shoppers called you
16 TIMES





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

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



SEARCH OUR VEHICLES

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





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