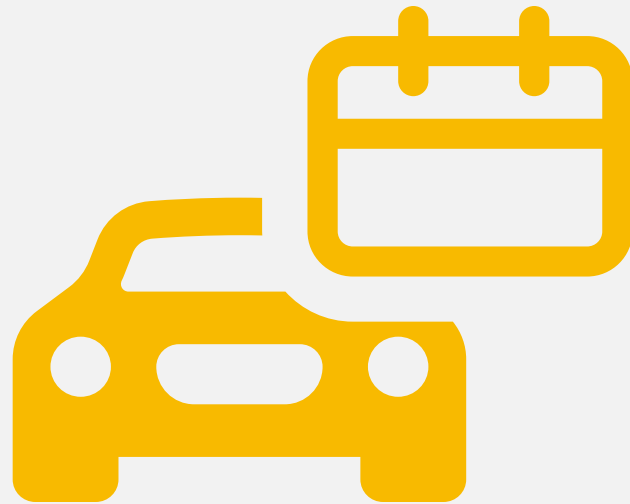


# PAYMENTPRO

by  *autoweb*



## Monthly Payment Marketing

# Traditional vs Internet





## TV



## Newspaper



## Internet

Compare 0 Vehicles		Deselect All		SORT BY		Year	Make	Model	Type	Color	Price
<input type="checkbox"/>	2014 Honda Accord 2dr I4 CVT EX		Drivetrain: FWD Transmission: Auto Int Color: Black Model Code: CT1B7EJW	Engine: 2.4L I-4 cyl Ext. Color: San Marino Red VIN: 1HGCT1B72EA001125 Stock Number: H14001125						Price <b>\$26,940</b> Get Your ePrice! View Details	
<input type="checkbox"/>	2014 Honda Accord 2dr I4 CVT EX		Drivetrain: FWD Transmission: CTV Int Color: Black Model Code: CT1B7EJW	Engine: 2.4L I-4 cyl Ext. Color: Crystal Black P... VIN: 1HGCT1B74EA000073 Stock Number: H14000073						Price <b>\$26,940</b> Get Your ePrice! View Details	
<input type="checkbox"/>	2014 Honda Accord 2dr V6 Auto EX-L		Drivetrain: Front-wheel Drive Transmission: 6-Speed Automatic Int Color: Black Model Code: CT2B8EJNW	Engine: 3.5L V-6 cyl Ext. Color: Black VIN: 1HGCT1B72EA001015 Stock Number: H14001015						Price <b>\$31,415</b> Get Your ePrice! View Details	
<input type="checkbox"/>	2014 Honda Accord 4dr I4 CVT EX		Drivetrain: Front-wheel Drive Transmission: AUTO Int Color: BLACK Model Code: CR2F7EJW	Engine: 2.4L I-4 cyl Ext. Color: SILVER VIN: 1HGCT1B72EA008658 Stock Number: H14008658						Price <b>\$26,470</b> Get Your ePrice! View Details	

Where are the payments on your website?

# Dealer Website Demo

Home
Inventory
Specials
Research
Video
Finance
Service
Body Shop
Directions
Dealer info

### YOU SEARCHED FOR

*xInventory Type: Pre-Owned*

**START NEW SEARCH**

## Dave Benson Chevrolet Used Vehicles

1684 Vehicles Found

**Search used inventory at Dave Benson Chevrolet**


Per Page: 
Sort by: 
COMPARE VEHICLES ↘

### REFINE YOUR SEARCH

**Years:**

2017	2016	2015	2014	2013
2012	2011	2010	2009	2008
2007	2006	2005	2004	2003
2002	2001	2000	1999	1998
1997	1996	1995	1994	1993
1992	1974			

**Makes:**



22 photos

**2009 Acura MDX 3.7L**

3.7L V6, AWD, Automatic, 39K miles, 20 MPG Hwy, Black, stock #D51771B, Pre-owned,

All the right toys! Includes a CARFAX buyback guarantee!!! All Wheel Drive\* Gets Great Gas Mileage: 20 MPG Hwy!!! Less t... more

CARFAX

Internet Price

**\$26,995**


**Dave Benson Auto Mall**

DRIVE IT NOW

**\$441/mo**

Pre-Qualify Instantly!

View Details



**2009 Acura MDX 3.7L**

3.7L V6, AWD, Automatic, 39K miles, 20 MPG

Internet Price

**\$24,115**

Interactive website showing all of PaymentPro functionality

03

PAYMENTPRO by autoweb


# PaymentPro Demographics

## Short Form

PaymentPro
✕

**ANYWHERE MOTORS**  
1 Main Street, anywhere, OH USA

2007 GMC Yukon XL 1500



Style	SLT 4x4
VIN	SLT 4x4
Odometer	1GKFK16337J243273
Interior	Other
Exterior	Onyx Black

Step 1:  
Get Pre-qualified

Step 2:  
Customize Payments

Step 3:  
Confirm Offer

Get prequalified payments instantly!  
No impact on your credit score.

Autofill with Facebook

First Name:  MI:  Last Name:

Home Address:

City:  State:  Zip Code:

E-mail Address:  Phone Number:

Gross Yearly Income  Gross Yearly Income

Get Payments

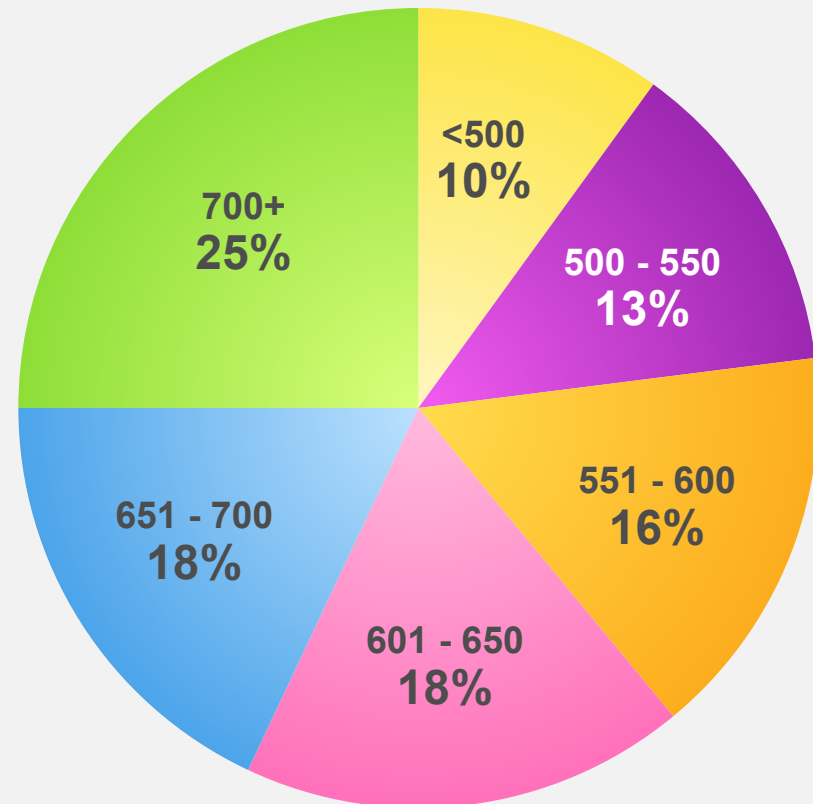
I understand that by clicking the "Get Payments" button, I am providing "written instruction" under the FCRA authorizing Drive It Now and Auto Equity Inc to obtain personal credit and other information from the consumer reporting agency solely for credit pre-qualification. This process will have no effect on my credit score. I agree to the End User Licence Agreement.

**Real Payments, Real Rates**

Get pre-qualified instantly and see **real payments and rates** based on your credit. Your SSN is **not** required.

[How does this work?](#)

## Users by Credit Score



**Results when SSN and DOB are NOT required to pre-qualify**

# The Most Qualified Leads You Can Get

## PaymentPro Credit Qualified Lead

Information shown in **BOLD** is only available through the PaymentPro Service

BUYER INFORMATION			
Customer Name	Travis L Jones	Customer E-mail	travis@yahoo.com
Address	618 Pine Street Springfield, OH 45507	Phone Number	937-631-1234
Income (Customer Selected)	<b>\$90,000 / year</b>	Previous BK (Customer Selected)	<b>No</b>

VEHICLE INFORMATION			
Vehicle	2011 Honda Accord Sedan SE	VIN	1HGCM56397A011111
Odometer	18 miles	Selling Price	<b>\$20,200</b> (listed @ \$20,995)
Referring URL	<a href="http://www.yourwebsite.com/2011-Honda-Accord-SE-4DR">http://www.yourwebsite.com/2011-Honda-Accord-SE-4DR</a>		

CREDIT ELIGIBILITY INFORMATION			
Eligibility Score	<b>6.5 (actual score 650-659)</b>	Pre-Qualifies For	<b>PNC Bank Tier 5 Wells Fargo STD</b>
Calculated DTI	<b>27%</b>	Previous BK	<b>No</b>
Previous Repo	<b>No</b>	Previous Charge Offs	<b>No</b>

SELECTED OFFER - American Honda Finance STD			
Monthly Payment	<b>\$329 plus sales taxes</b>	Term	<b>60 Months</b>
Sell Rate	<b>2.99% APR</b>	Down Payment	<b>\$2,500</b>
Contact Request	<b>08/21/2018 2:00 pm - Test Drive</b>		

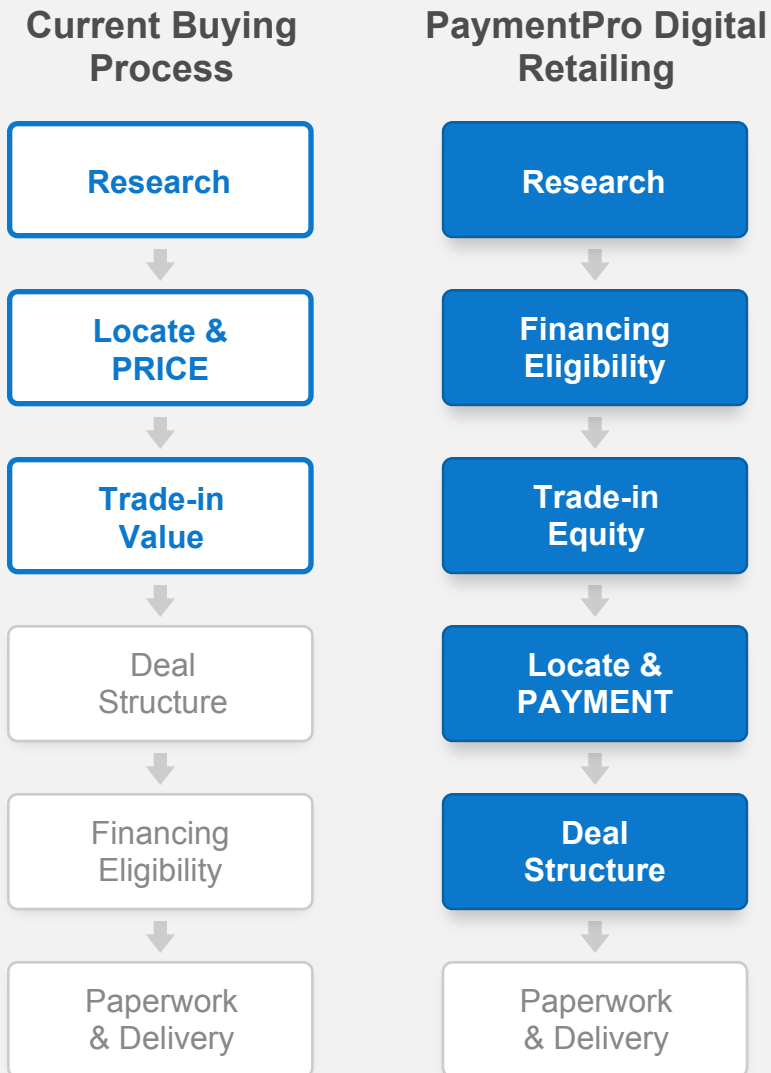
TRADE IN			
Vehicle	<b>2008 Impala LT Sedan 4dr</b>	Trade In Amount	<b>\$12,921</b>
Odometer	<b>76,663 miles</b>	Lender/Payoff	<b>\$13,371</b>
Payment Inc Equity	<b>Yes</b>	Trade In Equity	<b>-\$450</b>

FACEBOOK PROFILE			
Birth Date	<b>09/22/63</b>	Position	<b>Regional Sales Manager</b>
Employer	<b>Wild Flavors</b>	Employed From	<b>2005 - Present</b>



# Improving the Experience



Boxes in **Blue** are conducted online.

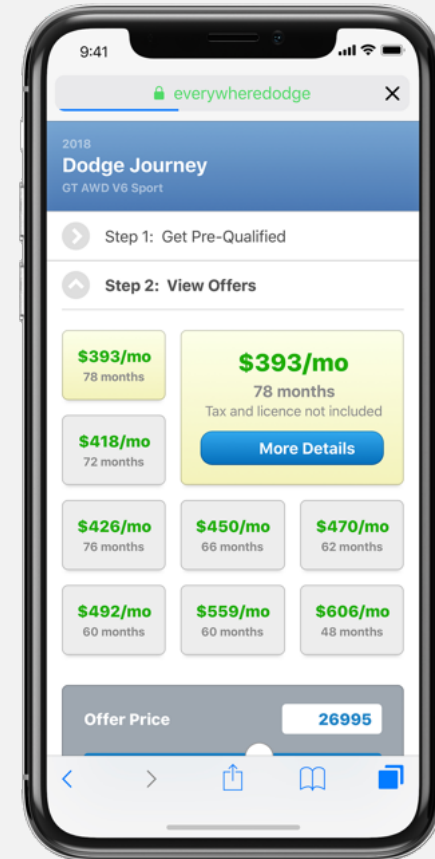
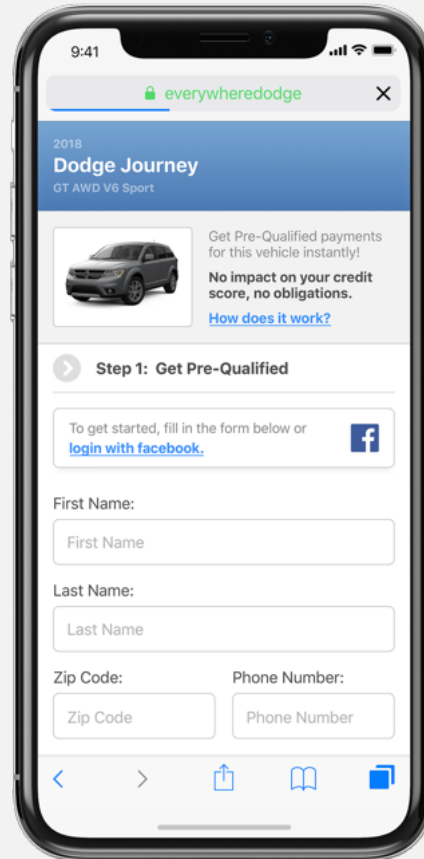
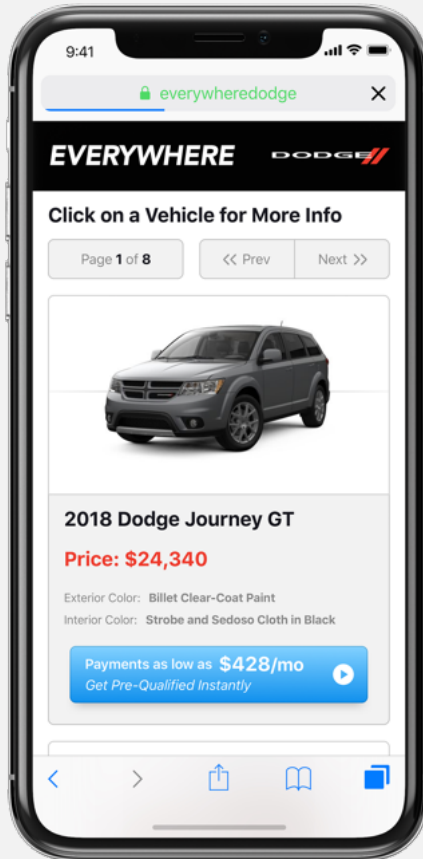
Users can complete their own Four Square Worksheet

<p>Cash Down</p> <p><b>\$2000 Down</b></p> <p>Plus Tax + Reg</p>	<p>Retail Price</p> <p><b>\$12,500</b></p> <p>Sales Price</p>
<p>Trade</p> <ul style="list-style-type: none"> <li>• 92 Buick Lesabre</li> <li>• 92K miles</li> <li>• Customer Wants \$2500</li> </ul> <p><b>\$500 Trade-in Allowance</b></p>	<p>Retail Price</p> <p><b>\$518</b></p>

PaymentPro reduces the time it takes to complete the sales process. It's the top ranked consumer frustration with dealerships.\*

# PAYMENTPRO MOBILE

by  autowebe



Over 35% of PaymentPro lead volume comes from mobile shoppers

# Benefits

- Advertising price is a race to the bottom, minimizing profits (TrueCar, Edmunds, KBB)
- Payment Pro uses proprietary “soft pull” credit technology that requires NO SSN or DOB.
- Full credit bureau is provided to credentialed dealer.



# Full Reporting on Extranet



(949) 225-4538

DealerSupport@autoweb.com

- Home
- Leads
- Polk
- iControl
- Inventory
- WebLeads+
- Notifications
- Reviews
- Log Out

## Payment Pro Leads

Dealer Group:  [Export Data](#)

[Summary](#)

Month:

Leads: 1-56 of 56 (Double-click row to see lead detail)

Date	Lead ID	Source	Customer	Contact	Type	Vehicle	Credit Pull	Approved	Score	DTI
7/1/18	291541	vdp	[blurred]	[blurred]	New	1G1PB5SH3E7278472	True	True	0.0	6%
7/1/18	291721	vdp	[blurred]	[blurred]	New	2G11Y5SL1E9110322	True	True	6.2	0%
7/1/18	291813	sbp	[blurred]	[blurred]			False	False	0.0	0%
7/1/18	291815	sbp	[blurred]	[blurred]			False	False	0.0	0%

# PaymentPro Results

- Increased lead volume 25 to 40%
- Lead engagement over 75%
- Appointment to Show over 80%
- Closing ratios average over 20%
- Front end Profit increased by 25%
- Back end Profit increased by 33%

# Product Comparison

	<b>PAYMENTPRO</b> <small>by autoweab</small>	Black Book Credit Activator	ProMax Instant Auto Credit App	Credit Jockey	DealerCentric	Dealer eProcess Virtual Credit Rep	Dealer Track Finance Driver	Dealer Track Payment Driver	Offer Logix	Generic Credit Application	Generic Payment Calculator
Instant pre-qualified payment offers	<b>X</b>										
Uses dealer's finance programs/guidelines	<b>X</b>			<b>X</b>	<b>X</b>			<b>X</b>	<b>X</b>		
NO SSN or DOB required	<b>X</b>	<b>X</b>	<b>X</b>			<b>X</b>		<b>X</b>	<b>X</b>		<b>X</b>
NO Impact on customer's credit	<b>X</b>	<b>X</b>	<b>X</b>			<b>X</b>		<b>X</b>	<b>X</b>		<b>X</b>
Consumer generated deal structure to CRM	<b>X</b>										
Immediate results	<b>X</b>	<b>X</b>	<b>X</b>			<b>X</b>		<b>X</b>	<b>X</b>		<b>X</b>
Vehicle specific	<b>X</b>			<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>	<b>X</b>		
Simple/Short Input Form	<b>X</b>		<b>X</b>			<b>X</b>					<b>X</b>
Consumer customizable	<b>X</b>							<b>X</b>	<b>X</b>		<b>X</b>
Does not generate a trigger lead	<b>X</b>	<b>X</b>	<b>X</b>			<b>X</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Full Credit Bureau Provided	<b>X</b>						<b>X</b>				
Trade-in Equity Provided	<b>X</b>		<b>X</b>								
Smartphone/Mobile Compatible	<b>X</b>				<b>X</b>	<b>X</b>					
Shop-by-Payment Functionality	<b>X</b>										
Matching Website Theme	<b>X</b>										

# PaymentPro Early Adopters

- AutoNation
- Penske Auto Group
- Jeff Wyler Dealer Group
- Park Place Auto Group
- Homer Skelton Auto Group
- Germain Motor Company
- Recommended Vendor

**kain** AUTOMOTIVE  
DIGITAL SUCCESS

# Dealer Testimonial

*“PaymentPro is a GREAT conversion tool on your website. It shows visitors a monthly payment for each vehicle and encourages them to get pre-approved instantly. Plus it passes the "common sense" test, as it gives them buying information they need quickly and in a simple format.”*

*Kevin Frye, eCommerce Director*

*Jeff Wyler Automotive*

*Ward's Top 50 Dealer Group*

# Payment Pro Pricing

- **\$899 Per Month Per Website**
- **\$249 Technology Integration Fee**

**No charge for mobile implementation**