



DEALER RETAIL **SOLUTIONS**



Discover the possibilities of a
connected deal-flow experience.

THE DEALERTRACK DEAL-FLOW ADVANTAGE



Today's typical car buyer spends around 60% of their time online, and visits just two dealerships before making a purchase.* It's a surprising statistic that accurately reveals current changes in buyer behavior. It is also a simple and powerful reflection of what consumers want: an experience that begins at their convenience, and connects the online world to a showroom process that is fast and friendly.

We know this thanks to a mountain of car buyer feedback. Yet just when we think there's a clear path to follow, we realize that each customer navigates this journey differently — and so does each dealership. The key is to create a flexible, customer-friendly, and deal-centric approach. A process unique to your business — a deal flow that seamlessly connects to the start of the deal, defines the structure, and optimizes transactional details.

*2017 Cox Automotive Car Buyer Journey Study

1

START THE DEAL

Shoppers begin online, winding their way through websites and ultimately arriving at your showroom ready to make a deal. In fact, 74% of shoppers know the car they want to buy before they arrive at the dealership, and 47% prefer on-line forms that carry over into the dealership dialogue.* The all-important piece to the puzzle is the connected solution, the technology that enables your team to go from online deal making to a fast and satisfactory showroom sale.

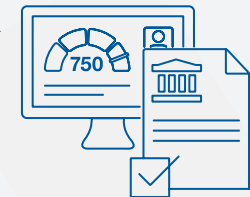
From the Dealer.com marketing platform, to VinSolutions Connect CRM, and, ultimately, to the Dealertrack Dealflow Advantage, the buyer's journey starts here.

*2017 Cox Automotive Car Buyer Journey Study

LEARN MORE ABOUT
DIGITAL RETAILING

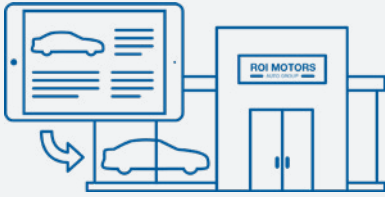
LEARN MORE ABOUT
CREDIT APP & BUREAUS

LEARN MORE ABOUT
F&I COMPLIANCE & REPORTING



“TODAY, SUCCESS REQUIRES THE EFFICIENCY AND CONVENIENCE OF TECHNOLOGY WITH THE DESIRE TO BUILD A PERSONAL RELATIONSHIP.”

- **Mauricio Hernandez**, General Manager, Acura Carland

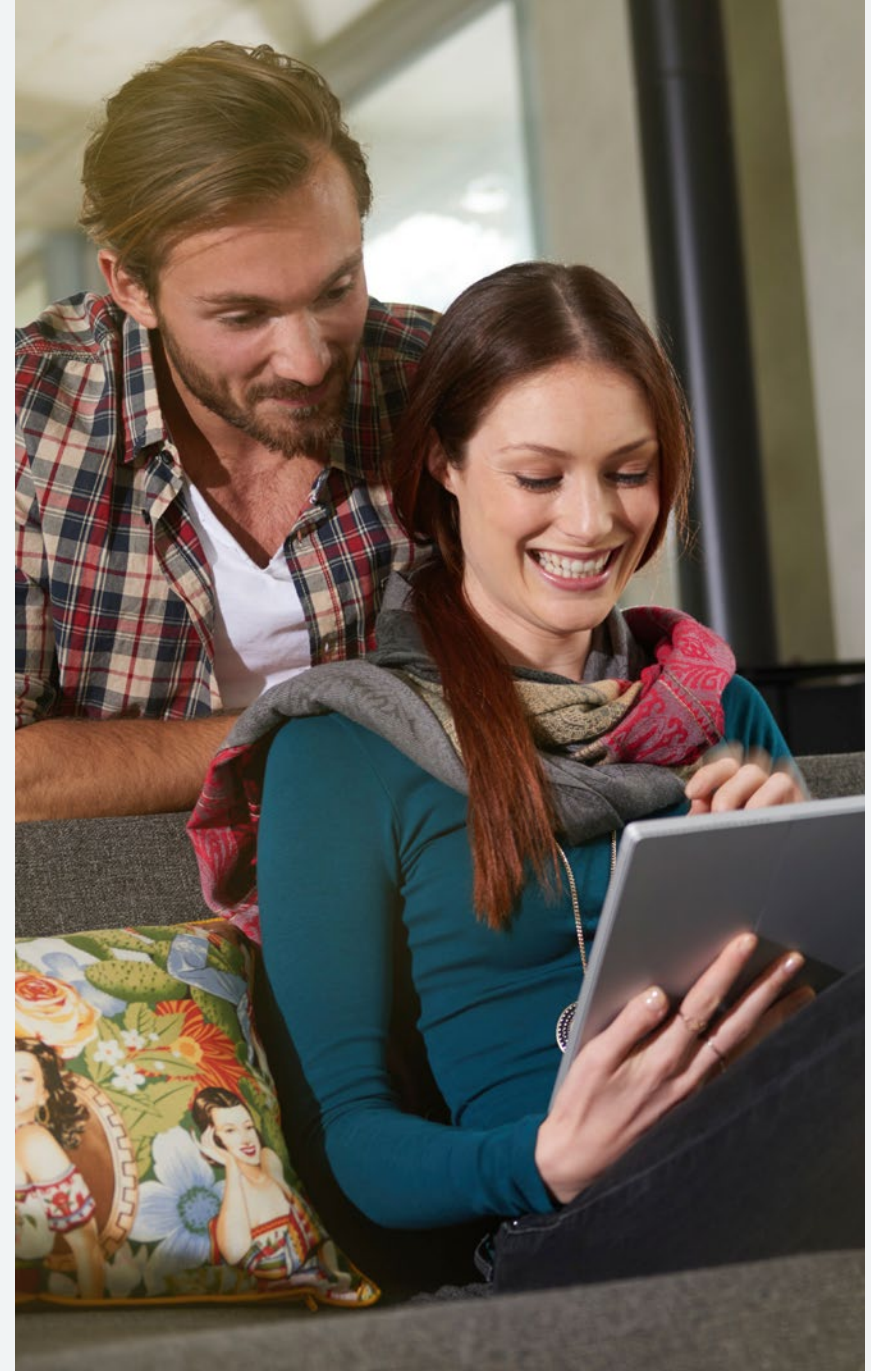


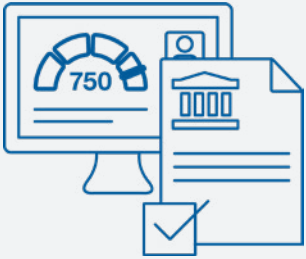
DIGITAL RETAILING

Successful dealers deliver what car buyers expect: an efficient, personal, and engaging purchase process that starts online and includes a smooth and connected transition to in-store deal completion. With shoppers spending so much time online, it's more critical than ever to provide this type of coordinated experience — an experience that requires a direct digital retailing connection to your showroom workflow. As a result of this process, today's customers expect the transaction to be completed in very little time. Meet this expectation, and you're well on your way to a highly satisfying deal — for both dealer and customer.

“NOBODY WANTS TO BE IN AN ENVIRONMENT WHERE IT'S A DOGFIGHT EVERYDAY WITH EVERY CUSTOMER. DIGITAL RETAILING TAKES THE FIGHT OUT OF THE EQUATION.”

- Ralph Fast, General Manager, Team Nissan





CREDIT APPLICATION AND BUREAUS

Asking your customers to wait while you enter their data into a credit app is like asking them to find another dealership. They want a fast, friendly transaction — one that starts online and continues with a streamlined credit app experience. That's why picking up where the customer left off and moving that information into the credit bureau and application process is critical. For example, Dealertrack's Credit App helps speed up this process by prefilling 40% of the required data fields,** and by offering the largest network of lenders in North America. Don't let the credit process slow down a deal — or a small lender network limit your profit potential.

65%

OF BUYERS ARE FED UP WITH THE TIME IT TAKES TO HANDLE PAPERWORK*

* 2017 Cox Automotive Car Buyer Journey Study

** Pre-populated data from credit bureau submission, pushed into the credit application.





F&I COMPLIANCE AND REPORTING

Establishing a culture of compliance with federal regulations means developing a strategic and integrated approach to protecting your dealership from the possibility of audits and ID fraud. In order to be effective, that must happen during the sale for each and every deal — the same way every time. By integrating compliance in this way, Dealertrack not only provides a consistent approach, but also makes sure that the practice of staying compliant never bogs down the process of selling a car. That includes oversight for each aspect of federal regulations, from Red Flags to privacy notices, digital document storage, adverse action notices, and more. The Dealertrack F&I Compliance solution includes these features, as well as aftermarket product disclosures, and on-demand tracking and reporting of all deal activity.

“ DEALERTRACK COMPLIANCE WORKS IN THE BACKGROUND AND HAS BEEN A SAVING GRACE FOR US. THE OUT-OF-WALLET QUESTIONS HAVE HELPED US DIVERT ID THEFT A FEW TIMES. ”

- Firas Makhoul, CIO, Driver's Village



LEARN MORE ABOUT
DESKING

LEARN MORE ABOUT
AFTERMARKET SELLING

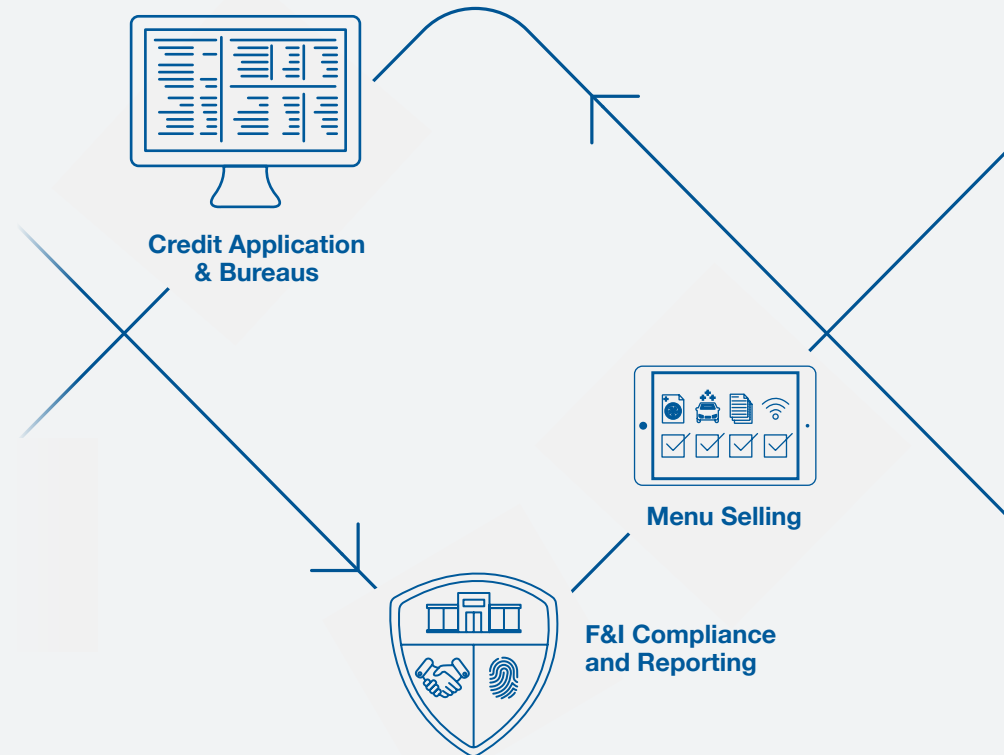
2

STRUCTURE THE DEAL

Structuring and finalizing details of the deal should be a fast and friendly process — an opportunity to increase profit per vehicle and help create a satisfying customer experience. Today, however, the reality is far different: car buyer satisfaction declines to 64% when interacting with the F&I department.* That dampens enthusiasm and hurts your profit per vehicle. Dealertrack's connected F&I solutions can help you transform this experience and make it a valued part of the buyer's journey.

Structuring the deal starts here.

*2016 Cox Automotive Emotional Connections Study



“TIME KILLS DEALS. WE WANTED A MORE SEAMLESS PROCESS THAT WOULD ENHANCE OUR CUSTOMER EXPERIENCE.”

- Kevin Cook, General Manager, Straub Automotive



DESKING

Matching the right customer to the right vehicle is what desking a deal is all about. Doing that in a few easy steps — while optimizing profit — is why Salesmaker has been recognized as the desking solution of choice for ten years in a row, and the winner of the 2017 Dealer’s Choice Platinum Award. From a quick first pencil to a proposal engine that handles virtually any type of deal, Salesmaker delivers a fast, transparent, and accurate experience in a simple and connected way — one that lends credibility to the process. Salesmaker accurately structures and builds upon the deal framework that’s been established online, enabling your sales representative to ensure that this all-important discussion establishes a positive relationship.

“SALESMAKER IS HANDS-DOWN THE BEST DESKING TOOL OUT THERE WITH ACCURATE RATES, RESIDUALS, AND REBATES, AND THE FLEXIBILITY TO LOOK AT OTHER BANKS SO YOU CAN MAXIMIZE YOUR PROFIT.”

- Firas Makhoulf, CIO, Driver’s Village



AFTERMARKET SELLING

According to a recent Cox Automotive study, the timing of when F&I options are presented creates confusion and frustration for buyers who believe they have already finalized their deal/payment.** It's an issue that impacts overall satisfaction rates and your profit per vehicle. The best way to solve it? Collaboration and transparency. Simply sitting down with the customer and having a data-driven conversation about their preferences — and by giving them control to accept or reject appropriate products — creates a comfortable, pressure-free environment. That's the best way to transform this negative customer perspective into a positive and value-added experience. Do it easily by creating an interactive, tablet-driven discussion supported by one of the strongest aftermarket networks available.

\$354 **MORE F&I PROFIT-PER-DEAL***

*Average increase when using eMenu for iPad® with eMenu vs. only eMenu, based on results from Dealertrack-subscribing dealers January 2017 – July 2017.

**2017 Cox Automotive Buyer Journey Study



LEARN MORE ABOUT
eCONTRACTING

LEARN MORE ABOUT
ACCELERATED TITLE

LEARN MORE ABOUT
REGISTRATION & TITLE

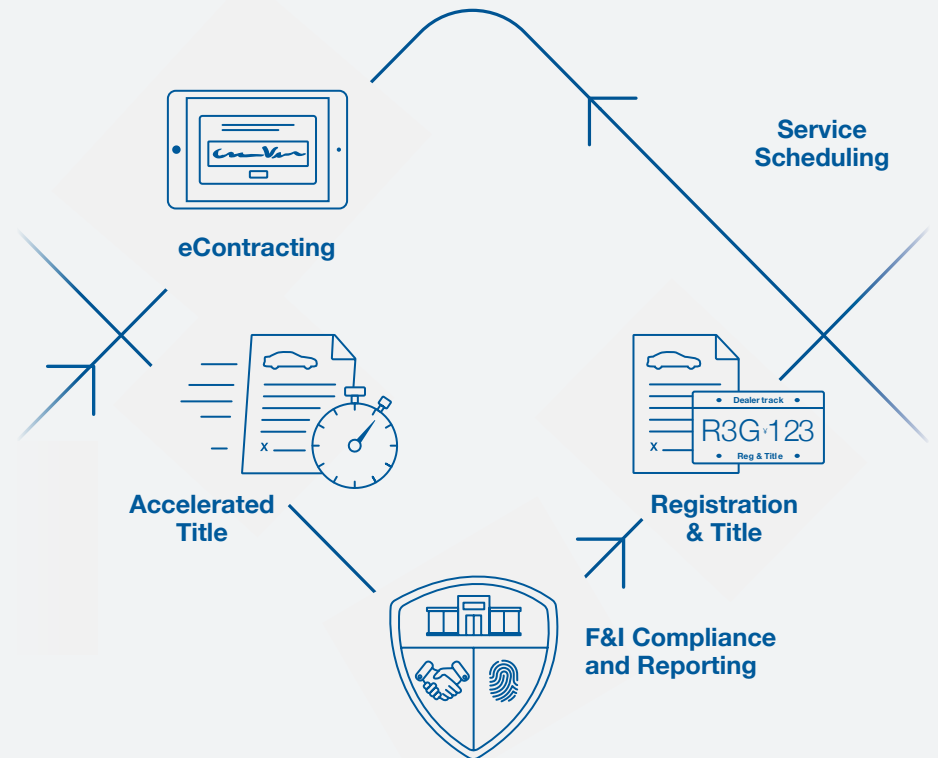
3

TRANSACT THE DEAL

Today's car buyers demand that the deal be handled quickly and accurately. In fact, 65% cite waiting around and paperwork as major roadblocks to satisfaction.* To meet this expectation, dealerships are turning to technology to handle task-oriented components of the process. That means functions such as electronic contracting, registration and title management, as well as title release and payoff. These are must-have improvements that can make a significant difference during the transactional phase of the deal, from when the customer is anxious to leave, to the efficient way you handle the payoff and title release of their trade.

Finish the deal the right way, with these solutions.

*2017 Cox Automotive Car Buyer Journey Study



“ IF I HAD THE CHOICE, I WOULD USE EContracting 100% OF THE TIME. I COULD SIGN SOMEBODY, AND HAVE THE DEAL FUNDED BY NOON. I WISH ALL MY LENDERS DID EContracting. ”

- Taylor Klein, F&I Manager, Swope Nissan



eCONTRACTING

Few solutions can help dealers cut expenses while enhancing the customer experience as effectively as electronic contracting. Because it leverages data and digital connectivity, this technology can speed funding, cut interest expenses, and improve cash flow. It also helps to eliminate the cost and hassle of re-contracting by replacing the traditional and mistake-prone approach with electronic validations, mobile signing, and immediate delivery of funding packages. The fact is, electronic contracting via a secure digital platform is, today, the way most consumers prefer to handle finalizing any transaction — including an automotive purchase.

DEALERTRACK OFFERS ACCESS TO MORE THAN 20 KEY LENDERS ACROSS THE U.S., INCLUDING ALLY FINANCIAL, BANK OF AMERICA, CHASE AUTO FINANCE, CAPITAL ONE, AND MORE.





ACCELERATED TITLE

Customers aren't the only group to demand a more efficient process. Smart dealership operators are doing so as well — especially when it comes to lienholder payoffs and title release. In today's market it's all about finding ways to create profit opportunities. If a trade-in sits due to waiting for payoff and title processing, or if there are inaccuracies in the amount, that's an obstacle to sales and inventory optimization. Accelerated Title turns that workflow into a fast, consistent, and trackable operation. It addresses issues with the manual process, such as delays in title receipt, incorrect payoffs, and time-consuming status tracking and reporting. That kind of efficiency can reduce timeframes from the current industry standard of 12 – 18 days to as quickly as 4 – 6 days*.

70%

FASTER TITLE RELEASE.*

* Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by Dealertrack data.



REGISTRATION AND TITLE

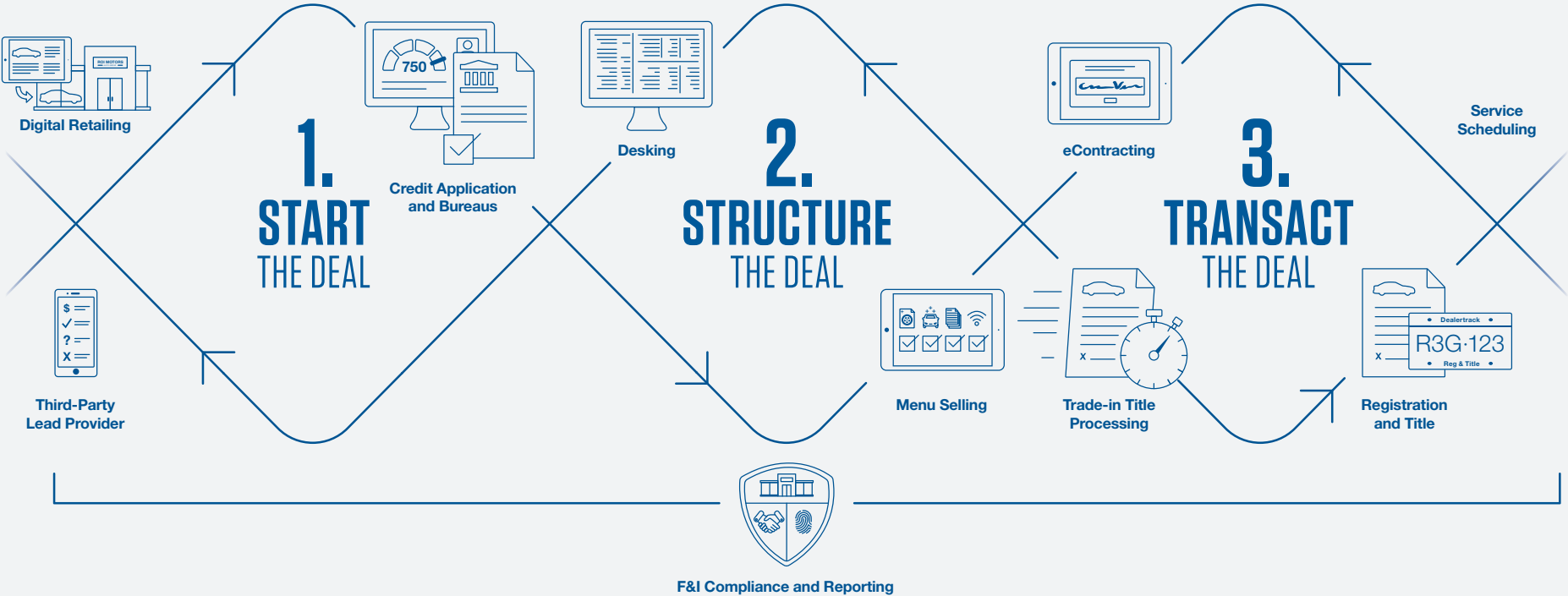
Smart deal-flow management doesn't stop with Sales and F&I. In fact, title clerks and controllers in the business office have a critical role to play at the conclusion of each and every sale. Registration and title processing can be challenging and time-consuming — which makes it important to leverage capable solutions that provide an accurate calculation of taxes and fees, and offer extensive, automated error-checking. Dealertrack Reg & Title comes with local experience and advanced technology that features fast deal audits, a user-friendly application, and expedited data entry with DMS Import, all while creating a powerful, lasting impression with your customers. That critical “last touch” can ensure higher CSI scores, and increase recurring revenue opportunities far beyond the initial deal.

“BRINGING THE CUSTOMER BACK INTO THE DEALERSHIP BECAUSE WE DON'T HAVE THE RIGHT INFORMATION TO REGISTER THEIR CAR? THAT'S BAD CUSTOMER SERVICE, AND VERY BAD CSI FOR THE DEALERSHIP. WE AVOID THIS BY USING DEALERTRACK REG & TITLE —IT HELPS ENSURE CUSTOMER SATISFACTION, RIGHT THROUGH TO THE END OF THE SALE.”

- **Firas Makhoul**, CIO, Driver's Village



THE DEALERTRACK DEALFLOW ADVANTAGE



[LEARN MORE](#)

COX AUTOMOTIVE: BETTER TOGETHER

Dealertrack and other top software providers across Cox Automotive have joined forces to enable a true connected retail solution — from workflow to insights and data that help power your unique buyer's journey:

Dealertrack

Dealertrack DMS serves as the high-tech, high-touch partner designed to enhance employee productivity, improve the customer experience, and integrate easily with Dealertrack Dealer Retail Solutions.

DEALER.COM

Dealertrack clients with Dealer.com websites can route all website leads directly into Dealertrack for a seamless path to purchase.

VinSolutions

VinSolutions Connect CRM clients can unite their customer data with the Dealertrack DMS and Dealer Retail Solutions network to deliver a simple buying experience.



Kelley Blue Book
KBB.COM
The Trusted Resource

Electronic vehicle valuations at your fingertips, added to the Dealertrack platform to further work the deal in a single network.

vAuto
LIVE MARKET VIEW

vAuto is a simple solution for all vehicle inventory and pricing management featuring write-back capability from vAuto inventory tool to Dealertrack DMS.

∞xtime

Inspect (formerly Service Pro) is now completely integrated with the Xtime Spectrum Service Experience Platform, along with a list of powerful DMS integrations.

INNOVATION THROUGH INTEGRATION

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

Dealertrack, Inc.

3400 New Hyde Park Road
North Hills, New York 11040

877.488.0517
www.dealertrack.com