



Why Choose Us.

The EMP advantage begins with 15 years of providing marketing solutions for dealerships like your's helping to master modern, more efficient ways to bring in new car buyers.

We have expertise in a wide variety of marketing solutions. Rest assured, all of our offices, call centers, print houses and data partners work as a single team to offer the best resources to penetrate the unique demographics of your local market.

The CustomerTrack Platform is a proven high ROI marketing resource trusted and executed on a no commitment basis by hundreds of dealerships nationwide. We currently score an A+ rating by the Better Business Bureau and meet all guidelines set forth by the three major credit bureaus, the FCRA and several national auto lenders.

EMP Director
Tony Nielsen
(800) 944-0213

This proposal is for the dealership's use only, not for distribution in any manner except with the express written permission of EMP. The dealership is permitted to make additional copies of this proposal solely for internal distribution. In the event that the dealership declines the recommendations contained in this proposal and chooses not to engage EMP, upon EMP request, the dealership shall return to EMP all original copies of this proposal and any copies of this proposal made.



Fresh Prospects Synopsis.

1.) Targeting Customers

Everyday the credit bureaus send EMP a listing of every customer who gave written permission to have their credit pulled for an auto inquiry at a dealership in your local market.

2.) Customizable

Dealer selects demographics, FICO scores and other criteria that these exclusive, fresh prospects will come from.

3.) Customer Management

We provide your dealership with an online Customer Relations Management tool that will track each and every customer who just had his or her credit pulled.

4.) Pre-app Invite

Proven effective, 4-color, custom, pre-approved letters are sent out to each fresh prospect you purchase. 3 unique mail pieces available to choose from. We also send them a communication directly to their email inbox.

5.) Contact Prospect

Dealer gets in touch with customers via phone, email or text as customers respond to their invitation of credit. Each mailer has your dealership's contact info and a toll free number, a website and PIN supplied by our platform that links directly to one of our company owned call centers.

6.) Schedule an Appointment

When a customer calls one of our proprietary 24/7 Elite Call Center, we will schedule an appointment date and time for the customer to come into your dealership based on your hours of availability.

7.) You Sell Them a Vehicle

If you deliver a single vehicle every 30-days with most packages, it pays for the entire program for that month. For this reason, we offer one of the highest return on investments in the industry.

Return On Investment.

1500 Prospects

4 to 5% response = 68 apps
25% close ratio = 17 SALES
Gross avg. \$2500 = \$42,500
Initial investment = \$3,995

Net Profit: \$38,505

3000 Prospects

4 to 5% response = 136 apps
25% close ratio = 34 SALES
Gross avg. \$2500 = \$85,000
Initial investment = \$6,495

Net Profit: \$78,505

5000 Prospects

4 to 5% response = 225 apps
25% close ratio = 56 SALES
Gross avg. \$2500 = \$140,000
Initial investment = \$7,995

Net Profit: \$132,005

Target with 100% accuracy consumers who meet your criteria and are looking to buy a vehicle in the next 3-5 days. We can connect you with every one of these buyers within 24 hours of them being in a dealership.



Mark A Billman
1000 Millineum Blvd
Muskegon, MI 49441

Mark,
Congratulations! Based on your current credit standing, you've been Pre-Qualified for an Auto Loan between \$8,500 and \$26,900**. This offer of credit is conditioned upon your timely response and your continued qualification according to the criteria of which this offer was made.

(**See reverse for terms & conditions of this offer)

If you are currently in the market for a Quality Car, Truck, Van or SUV then we have great news for you. If you haven't found the right vehicle, Price, Payment, Rate or Terms to fit your needs, I CAN HELP! To determine your Pre-Qualified amount, simply follow the steps below. We realize you are a very busy person and sometimes a little hard to contact by phone.

We understand and would like to offer a simple solution! At your convenience, please call our local representative TONY NIELSEN at 1-888-555-1212 for an appointment or simply follow the steps below to secure an appointment.

24 HOUR CREDIT HOTLINE & WEBSITE:

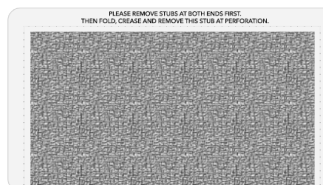
- 1.) Log onto: WWW.CARLOANNOW.NET and enter your PIN : A1234
- 2.) You can also call our 24 Hour hotline at: 1-855-378-3932
- 3.) Write down your Pre-Qualification amount:

Official Location:
ABC MOTOR SALES 1299 Savings Road Tampa, FL 44444
Program Director: TONY NIELSEN (616) 835-6240

You can choose to stop receiving "pre-screened" offers of credit from this and other companies by calling toll free 1-888-567-6676. See PRESCREEN & OPT-OUT on reverse for more information about prescreened offers.

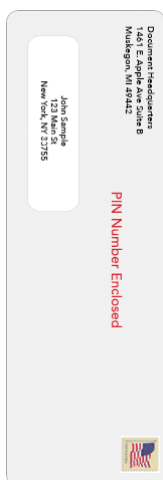
#1 Shell Letter Template

This is our first recommendation for effectiveness, but it involves a couple more steps. We supply you with a pre-printed letter shell. It is a complete except that you run it through your printer to add the daily leads. Our printable, customized, dynamic letter is the economical choice for any dealership looking for an invitation of credit with a personalized in-house touch.



#2 Snap Pack Kit **

The Snap Pack is our original invitation of credit and has proven to be very successful over the years peaking at a 10% response rate. Quick and easy to prepare with just a simple label to print and apply to the front of the invitation. Ideal for those that are extremely time change time challenged.



#3 Tri-Fold Mailer **

This form comes in a tri-fold with a double stickered tab to hold the fold together. The visual appeal of this piece is its strong point. Just as important is the quick easy access to the documents instructions on pre-approval and easy to read guide on how to apply.

*Custom pieces available upon request. **Co-op branding available.