



APPLE AUTO LEADS

WE ARE MORE THAN JUST A LEAD PROVIDER,
WE ARE PART OF YOUR TEAM

Why Apple?

In all the years of working with automotive leads I am frequently asked the question....

What makes your leads or program different?

This is not only a very smart question but a complex one to answer. Therefore, I try to answer in the simplest and best way that I can.

I'd like to start off by saying that a lead is simply information. The information is not at all valuable to your dealership unless it results in a car sale. Therefore, when a lead provider swears that they have the "highest quality, most exclusive lead" in the industry, I challenge that claim.

At Apple Auto Leads we generate our own leads, which is an advantage because we can be more generous replacing leads that either did not respond, filled out multiple applications, or changed their mind about buying a car. Unlike us, lead providers who are "middlemen" and buy from other lead providers, have higher markups and return % obligations that make it impossible to compete in the same market.

This brochure outlines the steps we take, which are proven to sell 3-5% more cars than the competition.

This is not only what makes my program different, but it is what makes the program ***better.***



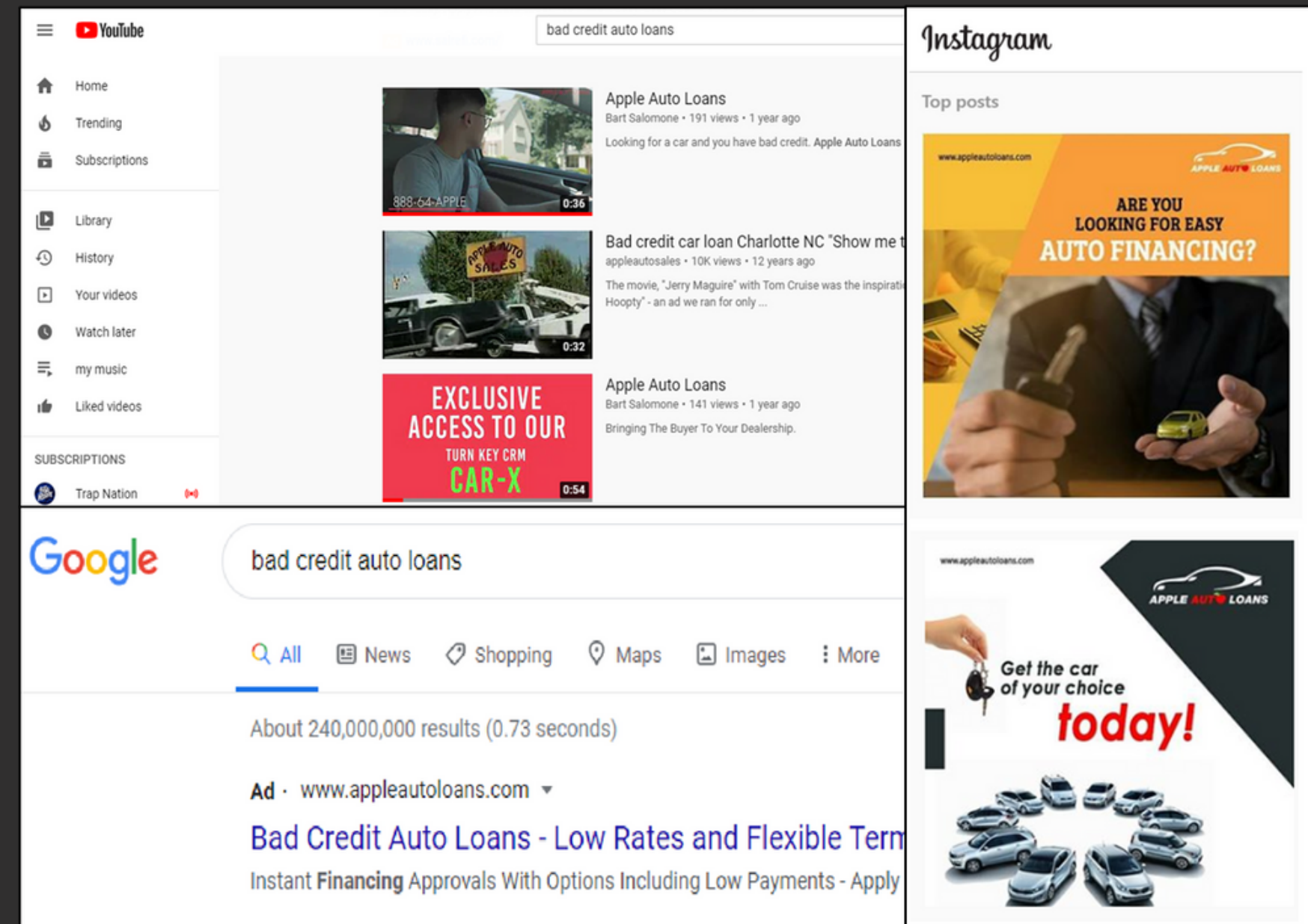
THE ART OF GENERATING AUTOMOTIVE LEADS

Our applicants have all types of credit and are searching for new and/or used vehicles. After years of experience, we have gained both the knowledge and skills to reach these applicants for new, used or special finance auto leads more effectively than the competition. We continue to innovate with car lead management products and tools to provide you the best leads in the industry. Our marketing professionals use various automotive internet marketing methods to generate leads through our featured websites.

Apple Auto Leads generates every lead exclusively using the following methods:

- Automotive Internet marketing
- Email Marketing
- Social media
- Video optimization
- TV & radio
- Exclusive partners

Apple Auto Leads targets over 5,000 applicants per day.





APPLE CONNECT

A Higher Level Of Service

From the start, your dealership will be assigned a dedicated account manager responsible for ensuring your success. Also included with our program:

- Highly trained verification team
- Auto response email and SMS Texting
- Live Transfers to your dealership (average 50%)

50% Live Transfers Equals More Sales!

Our highly skilled BDC team specializes in getting applicants directly to you. The result is the strongest lead in the market.

- Average close ratio of 15% or greater
- Verifying auto leads before delivery improves quality and
- saves time
- All leads are 100% exclusive and self-generated
- Email and SMS texting included
- Free CRM with reporting tools



WORKING TOGETHER TO SELL MORE CARS!

Special Instructions

We provide our dealerships the opportunity to customize the questions our representative will ask the live applicant.

For example:

- How much down payment will be provided?
- Do you have any previous repossessions?
- What is your current credit score?
- Do you have a co-signer?
- Do you have a trade-in?

Additionally, dealerships can customize their bad credit auto leads using the following criteria:

- Minimum income
- Time of employment
- Time and day leads delivered
- Delivery methods

Apple Auto Leads will work with your dealership throughout the entire process!

This includes calling all leads that have not connected with your dealership. Additionally, we guarantee that every lead is a consumer looking for a vehicle or we will replace the lead with a new one.



**DEALERSHIPS' #1
CHOICE FOR LEADS**

Special Finance Leads Program

#1 CHOICE AMONG DEALERS

- ★ 100% Exclusive
- ★ 50% Live Transfers
- ★ SMS Text & Emails
- ★ Verification Team
- ★ Free CRM

Customize leads using the following criteria:

- ★ Minimum income
- ★ Zip codes
- ★ Time of employment
- ★ Time and day leads delivered
- ★ Delivery methods





New And Used Car Lead Program

- ★ EXACT MAKE & MODELS
- ★ TARGETED LOCATION
- ★ 50% LIVE TRANSFERS
- ★ SMS TEXT & EMAIL
- ★ FREE SMS

Why Us?

Apple Auto Leads has over 25 years of combined experience in working with new and used car applicants.



Contact Information

**FOR QUESTIONS,
SUGGESTIONS, AND MORE**



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