



#### **Dealership Increases Sales Volume 32% YoY**

With AutoFi, New Jersey's Matt Blatt dealerships saw triple-digit increases in customer engagement and a huge bump in sales volume in 2020, closing more customer deals with higher FICO scores. Building for the future, Matt wanted to keep controlling his great website, but boost digital selling capabilities across all dealerships. He also wanted to keep his service center as an integral part of the business, and not go online only — knowing the lockdowns wouldn't last forever. That's where AutoFi came in. Now more than 75% of all Matt Blatt's sales come through AutoFi.



AutoFI changed our whole entire outlook when it comes to selling cars digitally. it just created a better experience for everyone — dealers and consumers.

MATT GREENBLATT Vice President, Matt Blatt Dealerships

#### AutoFi provides all the critical features of a digital retail solution

- Calculate estimated payments
- Trade-in app with KBB
- Stackable rebates & promotions
- Accurate local taxes & fees

- Personalize F&I presentation
- Easy credit application
- 90-second lender decisions
- Multiple financing offers

- Alternative delivery options
- Plugs into your existing website
- Unifies digital & dealership experience
- Dedicated success manager

# **-**AutoFi

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# **Products and Features**



Terry	Highlights		
Aiden Modpet 72:Mon-Aug & 2018 terrytBemail.com	2:30PM, V	vednesday, Sept. 19th	Ford Mustang 2118
Prefers Texting	Approved	for Credit • Saw Offers	Ford Mustang 2118
F Finance	2012 Acu	ra MDX"	
661-780	Military Appreciation Bonus Cash		
Frefers Down Payment \$2,000			
Prefers Finance Term 60 mo.	All Vehicles Viewed		Showing 3 of 5
Credit Application			
Requires account with Multi Postor Authentication. See a manager.	Ford Mustang GT 2018	Ford Mustang GT 2018	Ford Mustang GT 2818
Assigned Salesperson Fred Snith fredsmithildealership.com	\$664.xma \$38,492 CREDIT APPONITMENT TRADE IN	5654/mo \$38,492 5017.004. TMAC-H	\$664/mo \$33,235
(415) 634-7890			



Your personal estimates			
Credit Range	Est. max monthly payment ①	\$900 \$54,000	
E Choase a vehicle	Customite your	pply for financing	
	Back to Browsing		

# Lender Decisioning in Seconds

- Customer receives firm offer of in less than 90 seconds from both captive and non-captive lenders
- Ability to add custom lender routing rules on a lender-by-lender basis, in addition to rate markups and bank fee thresholds
- Integrates directly with RouteOne and DealerTrack

### **Dealer Portal**

- Allows dealer to pick up where the customer left off with enriched consumer insights and lead information
- Text or email customers via our personalized remote deal send functionality to re-engage and guide them through the purchase process; open rates as high as 85% when sent via text message

## F&I Plus

- Show 100% of products to 100% of customers online
- Products are fully rated and customizable based on dealer preference including videos and imagery
- Provides a seamless online purchase experience for the customer while protecting and growing F&I profit margins
- AutoFi dealers see about a 2.3 attachment rate on avg

# **Credit Estimator**

- Helps customers understand what they can afford while shopping the dealer's website via a soft-credit pull
- Shows estimated credit range, max monthly payment and max monthly loan amount
- Enriched lead information is sent to the dealer to help them guide the customer through the purchase journey