

## 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.

**March-May 2020**

vs. preceding 3 months

**362%**



Appointments  
up

**827%**

Sent offers up

**232%**

Applications  
submitted up



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

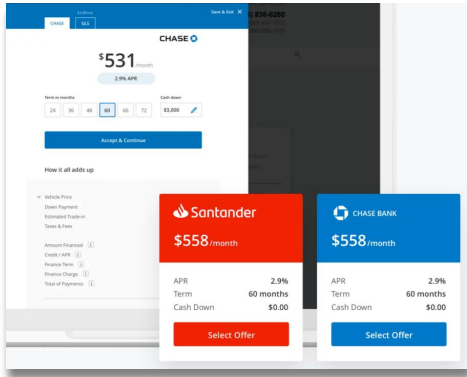
**MATT GREENBLATT**

Vice President, Matt Blatt Dealerships

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

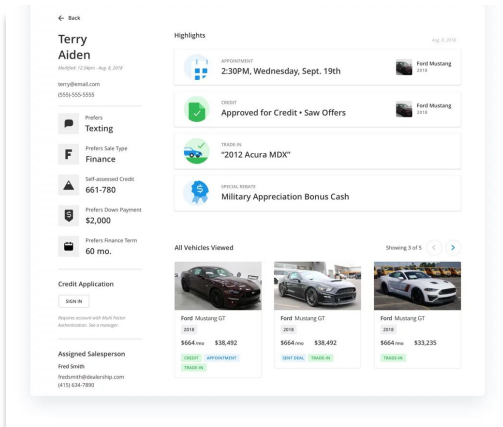
- Calculate estimated payments
- Trade-in app with KBB
- Stackable rebates & promotions
- Accurate local taxes & fees
- Personalize F&I presentation
- Easy credit application
- 90-second lender decisions
- Multiple financing offers
- Alternative delivery options
- Plugs into your existing website
- Unifies digital & dealership experience
- Dedicated success manager

# Products and Features



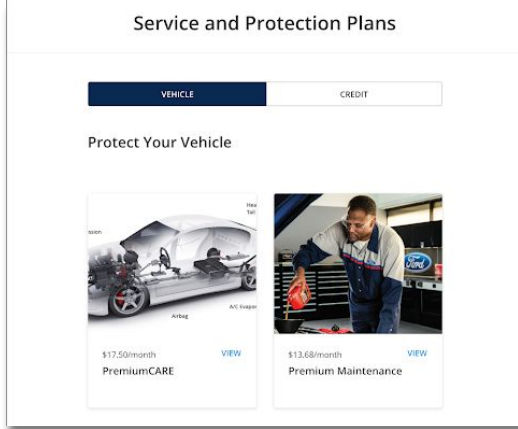
## Lender Decisioning in Seconds

- 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



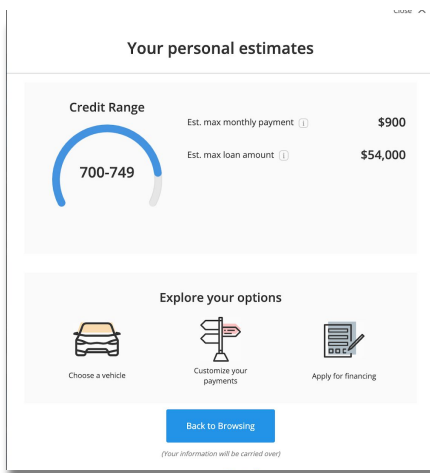
## Dealer Portal

- 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