

FMR'S EQUITYPRO ALERT SYSTEM MAKES IT EASY TO UNLOCK THE HUNDREDS OF THOUSANDS OF DOLLARS IN VEHICLE EQUITY EVERY DEALER'S OWNER-BASE CONTAINS.

THE BEST CUSTOMERS ARE THE ONES RIGHT IN FRONT OF YOU. THEY PULL INTO YOUR SERVICE LANES EVERYDAY.

01 TURN SERVICE VISITS INTO SALES EVENTS

Start the sales conversation by mining your customers' vehicle equity at a cost well under competitive programs. The real-time FMR *EquityPro* system searches every service customer VIN as they arrive and instantly alerts to a sales opportunity. With an automatic display of payoff amount, trade value, current OEM incentives, and multiple vehicle options from existing inventory, sales team members have everything they need to engage the customer while they're in the dealership.

**Cost of
New
Customer
Acquisition**



**Cost
Compared
to
EquityPro**

02 DATA-DRIVEN SALES

FMR's system pings multiple databases to deliver an instant snapshot of your dealership's most profitable customers. End of term/lease, lease over miles, and positive equity alerts automatically flow to pre-designated sales team and BDC members, enabling them to create sales strategies tailored to the precise situation of each service customer.

03 SPEND LESS AND GET MORE

The average dealership pays almost \$500 to land a new customer, yet the cost of conversion using FMR's *EquityPro* system is about \$100 per vehicle. 25% of all service customers are in a positive equity position. The tool can add dozens of new deals from service lanes and DMS each month. Smart equity marketing helps capture higher gross, low miles, CPO inventory, and the opportunity to sell F&I products.



04 POSITIONING POSITIVE EQUITY


Having equity in their vehicles is a message customers want to hear from dealerships. FMR's automatic *EquityPro* system allows sales people to get in front of customers before they spend money on expensive repairs or maintenance. Or, the dealership BDC can use the system for targeted, outgoing messaging using the system's built-in customer communication tool with *ProfitOps* filters.



05 SET UP AND SELL

Intuitive set-up screens allow dealer management to set and forget, while the system works automatically in the background, 24/7. Local market override features allow dealers to adjust trade-in values, estimated payoff amounts and easy-to-use reporting, while R.O.I. analysis provides daily, weekly, and monthly accountability for Service and Sales teams.





FMR is a technology and marketing company offering a collection of products designed to help unlock the lifetime value of customers.

For almost 20 years our belief has been: To be the First Marketing Resource for our clients.

What began as a business born from automotive branded merchandise has grown to encompass a full range of innovative, data-driven customer loyalty solutions.

 **FMR** Loyalty Starts Here.SM

For more information contact us on +1 877-750-1054

