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## Questions to ask yourself:

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1. **Would you like to know of every customer in your area who is in the market to buy?**
2. Would you like to be the only dealership in your market who has access to this information?
3. Would you like your leads to fit your exact credit criteria?

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## How Does WM Carnet Auto Sales Leads Work?

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1. WM Carnet has unique agreements to receive information from the top credit bureaus.
2. Everyday the credit bureaus send Carnet a listing of every customer who physically gave a written permission to have their credit bureau pulled for an auto inquiry at a competitive dealership in your direct market.
3. Dealer sets the parameters for what a “qualified auto lead” is. ie. dealer selects FICO score range, BK status, repo status, trade line status for customers.
4. Dealer selects zip codes and market areas that the leads will come from.
5. Leads will be **Guaranteed Exclusive** to the dealer for the selected zip codes.
6. Carnet provides your dealership with an online CRM tool that will track each and every customer who just had their bureau pulled.
7. Carnet runs a reverse phone append and scrubs the leads through your states do not call registry. We provide you with every customer’s phone number who is not on the DNC to help you get a hold of the customers now.
8. Mailers get sent out to each lead you purchase.
  - a) One is sent directly from your dealership (we supply the pre-approvals)
9. Dealer gets in touch with customers via Phone numbers, and customers respond to the mailers. Each mailer has your dealerships contact information and an 800#, a website and PIN # supplied by WM Carnet that links directly to our **24-7 BDC**
10. When a customer calls our BDC, we will schedule an appointment date and time for the customer to come into your dealership.
11. **YOU SELL THEM A VEHICLE!!!**

**Have any questions: Call us directly at 1-800-944-0213**  
**[www.yourhotleads.com](http://www.yourhotleads.com)**

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## **What are the Costs and Bottom Line R.O.I?**

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We Include to You at No Additional Charge – Setting up of the CRM, BDC, Customer Track, Rapid Qualifier and a box of Pre-Approved, 4 Color Mailers sent directly to your dealership for every auto lead you purchase (invest in 1,000 auto leads, you receive 1,000 mailers)

750 = \$2.99 per lead = \$2,242.50 *total investment (now including set up)*

1,500 = \$2.50 per lead = \$3,750 *total investment (now including set up)*

3,000 = \$2.00 per lead = \$6,000 *total investment (now including set up)*

Want more auto leads? Ask your knowledgeable account manager.

## **R.O.I.**

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### 1,500 Leads:

Minimum of a 4-5% show rate = 68 Apps (*these numbers are very conservative*)

20% close ratio = 10-13 cars sold

25% close ratio = 15-17 cars sold

30% close ratio = 19-21 cars sold

### If your average gross is only \$2,000 per vehicle...

10 cars sold = \$20,000 Gross minus \$3,750 investment = 533% ROI

21 cars sold = \$42,000 Gross minus \$3,750 investment = 1120% ROI

### Bottom Line:

Today you are watching your ad dollars closer than ever. Today you have to invest your ad dollars more wisely than ever. We are in a different time than we were a few years ago. Make sure that every dollar you spend goes to a customer who is guaranteed to be in the market and actively shopping your competition. Be the dealer to gain more market share. Be the aggressive dealer, make more money, and do it easily with WM Carnet Auto Leads.

**Have any questions: Call us directly at 1-800-944-0213**

**[www.yourhotleads.com](http://www.yourhotleads.com)**

HERE IS THE  
PIECE THAT WE  
DROP SHIP TO  
YOU FOR YOU  
TO SEND OUT  
EVERY DAY.

Outside of Letter

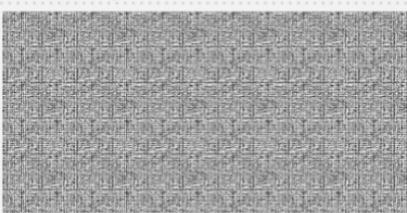
*\*See Reverse Side For Easy Opening Instructions\**

Document Headquarters  
1461 E. Apple Ave. Suite B  
Muskegon, MI 49442

**AUTO LOAN AUTHORIZATION # ENCLOSED**

John H. Smith  
4251 Ridgeway Dr.  
Traverse City, MI 49382

REMOVE STUBS AT BOTH ENDS FIRST  
THEN FOLD, CREASE AND REMOVE THIS STUB AT PERFORATION



## Good News!

### YOU CAN DRIVE YOUR NEXT VEHICLE HOME TODAY

You Have Been Pre-Selected\*\* For An Auto Loan  
Up To \$29,987.00

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

Congratulations,

Recent information has identified you as a "Blue Chip Customer" and you've been pre-selected for an auto loan up to \$29,987.00 during our Big Sale Event going on now at ABC Motors.

If you're currently in the market for a quality pre-owned vehicle, now is the time to visit ABC Motors. We have one of the areas largest selections of quality pre-owned vehicles to choose from, with a name that you can trust.

If you haven't found the right price, payment, interest rate or terms to fit your needs. WE CAN HELP call me directly at **1-616-686-7777** or follow the steps below.

Sincerely,

Mr. Top Seller

Pre-Qualified Loan Amount \_\_\_\_\_

You can choose to stop receiving "pre-screened" offers of credit from this and other companies by calling toll free 1-888-567-8688. See PRE-SCREEN & OPT-OUT NOTICE on back for more information about pre-screened offers.

**WRITE YOUR PRE-QUALIFIED AMOUNT IN THE SPACE PROVIDED ABOVE!**

<p>Call anytime 24/7 at <b>1-888-296-6391</b> or visit our website at: <a href="http://www.mypersonalapproval.com">www.mypersonalapproval.com</a></p>  <p><b>1</b> CALL US OR VISIT OUR WEB SITE!</p>	<p>Enter your Personal Pin # to receive your Pre-Qualified Loan Amount</p> <p>A1234</p>  <p><b>2</b> ENTER CODE</p>	<p>Write your Loan Amount in the space above.</p>  <p><b>3</b> WRITE AMOUNT</p>	<p>Drive home your new car, truck, van or SUV!</p>  <p><b>4</b> DRIVE HOME</p>
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**Call Today! 1-888-296-6391**

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**LOAN INFORMATION ENCLOSED**