

THINK LIKE AN F&I MANAGER

EFG Subprime Intelligence

CONSUMER COMMUNICATION

A STRONG CONSUMER CONTACT STRATEGY CAN:

foster a long-term relationship;
increase dealership retention;
and,
give you a leg up on the
competition!

- Are your indirect auto loans refinanced within the first 30/60/90 days?
- Is your offering equal to or more competitive than the competition?
- How does your offering cut through the clutter and drive auto loan growth and retention?

With a dense auto lending environment, dealers looking for the best margins, and consumers looking for the most value for their money, **competition is getting fierce in the auto lending space.**

Give consumers confidence with complimentary protection products that also provide you control over F&I product pricing and give dealerships the opportunity to increase their margin through upgrades. **Then, implement a consumer contact strategy** to foster a long-term relationship to potentially increase dealership retention and give your institution a leg up on the competition.