



ProMax™

Leading the industry in Automotive Software since 1994



POWERFUL PLATFORM
REAL RESULTS



John Palmer
President & CEO
ProMax & ProCredit

I formed Dealer Marketing Services, maker of the award-winning ProMax software, in 1994. After over a decade of working at car dealerships booking out deals by hand, I saw the need for a better solution and developed the idea for ProMax. Going from a paper desk log and doing calculations for every lender on each car, ProMax was revolutionary - performing tasks in a matter of seconds that used to take hours or even days.

For over twenty years we have been industry pioneers, providing a total front-end solution for car dealers nationwide. Now, over 2,000 dealers use our award-winning products and services, and our #1 goal is still the same as it was then: to help dealers succeed.

A handwritten signature in black ink, appearing to read "John Palmer". The signature is fluid and cursive, written on a white background.

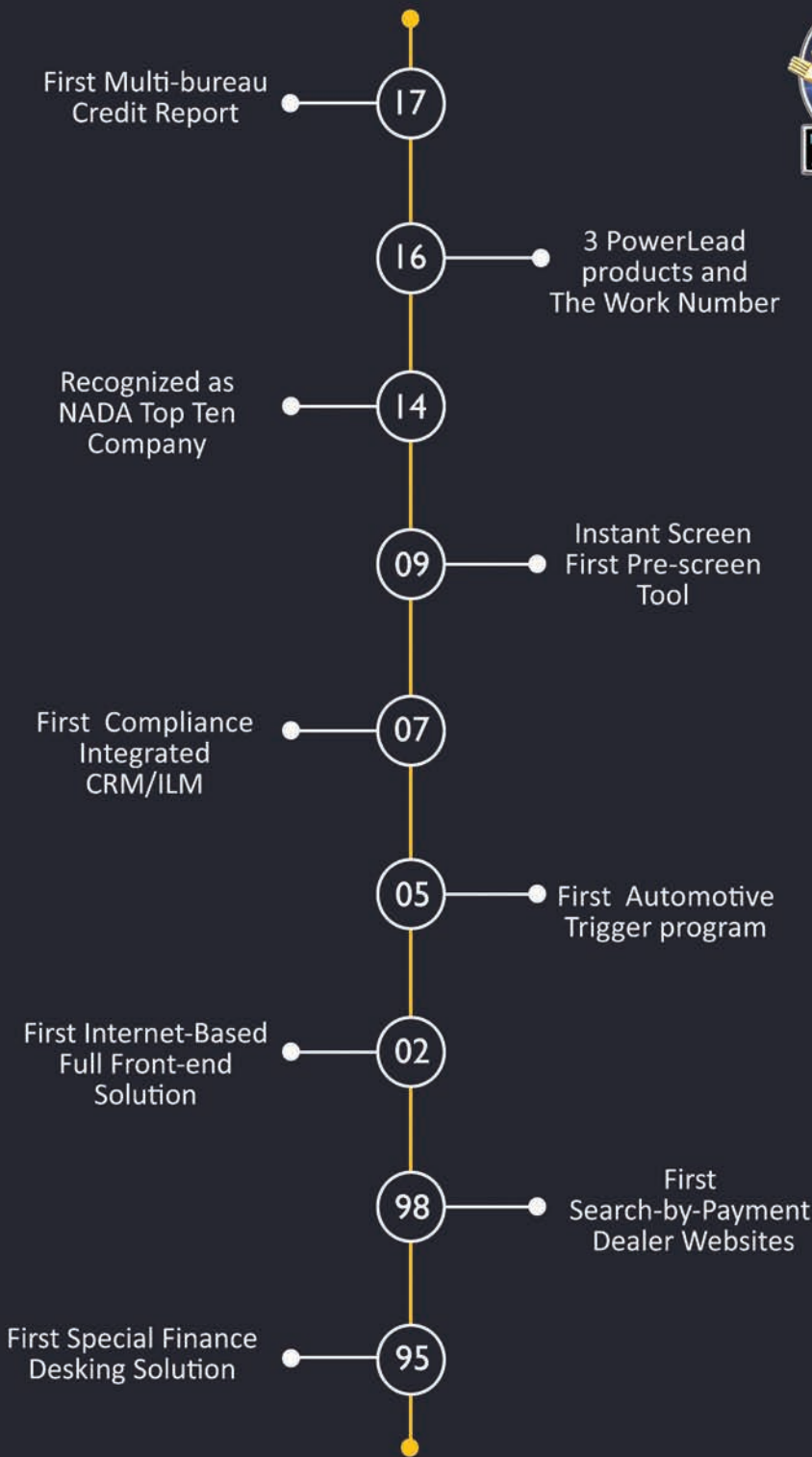
23 YEARS OF INDUSTRY FIRSTS

AWARD WINNING PRODUCTS



Auto Dealer Today Dealers' Choice Awards

- 2017 - Diamond Desking
- 2017 - Diamond CRM
- 2017 - Diamond Direct Mail
- 2016 - Diamond Desking
- 2016 - Diamond CRM
- 2016 - Diamond Direct Mail
- 2015 - Diamond Desking
- 2015 - Diamond Direct Mail
- 2015 - Platinum CRM
- 2014 - Diamond Desking
- 2014 - Diamond Direct Mail
- 2014 - Gold CRM
- 2013 - Platinum CRM
- 2013 - Diamond Desking
- 2012 - Platinum CRM
- 2012 - Diamond Desking
- 2011 - Diamond Desking
- 2010 - Platinum Desking
- 2009 - Diamond Desking
- 2008 - Honorable Desking
- 2007 - Platinum Desking
- 2006 - Diamond Desking
- 2005 - Diamond Desking



23 YEARS OF STABILITY

99.95% Up Time
over the last 4
years

Certified by all
major OEMs

One of only
three resellers
of all 3
Automotive
Credit Bureaus

Industry-leading
Executive Tenure
& Employee
Tenure

2014-2016
NADA Top Ten
Company

Always improving

Achieving Quality Through Continual Improvement

ProMax has been a leader in the automotive software industry for over 20 years. From our award-winning Desking and CRM modules, to our industry-first Compliance and Credit Pre-Screen products, we have been innovators every step of the way. We continue to innovate and find new ways to help you translate your vision for

success into reality. With a number of exciting new features already released and more on the way, 2018 promises to be our biggest year ever!

New for 2018

NEW
2018

Pure Lead Report

View details to all your leads as they came into the system, before any changes to Lead Source may have been made or duplicate leads have been merged, and get counts for exactly the time period you need with the summary.

NEW
2018

GM DTAP

GM Credit Card: Get access to a customer's current GM Rewards Card earnings from ProMax or your smartphone or tablet.

GM Incentives: Get access to incentive compatibility and stackability information directly from GM.

NEW
2018

Mobile Dashboard

We added a new Mobile Manager's Dashboard that enables managers to track a number of important things from any smartphone or tablet.

NEW
2018

Ringless Voicemail

We can drop a prerecorded message on your customer's cell phone without ringing their phone.

NEW
2018

Business Development Center

Most dealerships don't want to worry about hiring and training employees, with the ProMax BDC you don't have to. Increase your showroom traffic by having the ProMax BDC manage every lead from all marketing channels.

NEW
2018

Recall Check

Now you can access open vehicle recall data in ProMax with just the click of a button. Our comprehensive database covers all OEMs and gives you and your customer valuable information on any open recalls a vehicle has.

NEW
2018

Appraisal Express & Appraisal Express Plus

Appraisal Express is a quick and easy trade-in appraisal tool that can be plugged in to any dealer website. Appraisal Express Plus takes Appraisal Express a step further using softpull technology.

NEW
2018

The Multi-Bureau Solution

The Multi-Bureau Solution consists of a credit pulling strategy, lender submittal process, technology and training offered only by ProMax.

Powerful technology with a personal touch.

Today's dealers need the right tools, knowledge and know-how to run a profitable business. But the most successful dealers know there's one thing that ensures consistent growth and lasting success – people who excel at customer experience.

A lot of software companies tout their customer support and training. At ProMax, it's part of our DNA. Our purpose is to help dealers succeed and software is only part of the equation. When you partner with ProMax, you partner with Rick, Dave, and Allison, or Heidi, Ted, and McKenzie. You get a team of people dedicated to you and your business every day. That means when you call, we answer, and we help. Period.

Sales: Your sales rep will go above and beyond to meet your needs. They don't treat you like a sale – they treat you like a friend. That's the ProMax difference.

Dealer Support: Your dedicated support specialist is assigned directly to you and wants you to succeed as much as you do. You have direct, one-on-one access when you need it.

Training: Think of your trainer as your own personal guru. Get the absolute most out of your ProMax system by learning from the best in the business. We're just a phone call away.

Tech Support: Your tech support team is standing by to answer your technical questions with care and precision. You call, they answer, and issues are resolved.



Everybody knows the auto industry has a high rate of turnover. Did you know over **25%** of ProMax employees have been here **10 years or longer?**

Comeback Story

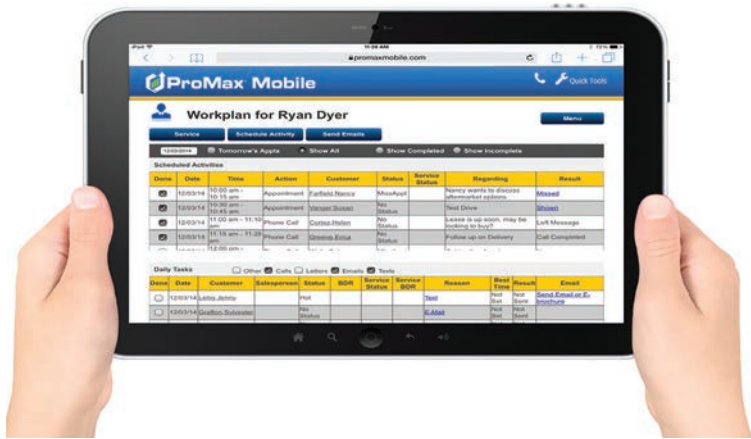
Let's face it. Technology is changing all the time. It's easy to get distracted by the other solutions out there that claim to be the best at what they do. Recently, a ProMax customer was wooed away by a competing company who made some compelling promises. After several months of a difficult on-boarding process, nightmarish technical difficulties, and being passed around to different trainers and departments, the customer came back to ProMax – to what worked. We are winning back customers and that says a lot about our software but also about our people.

Dealers nationwide know that ProMax is everything you need to succeed.

Customer Relationship Management

ProMax for your sales force

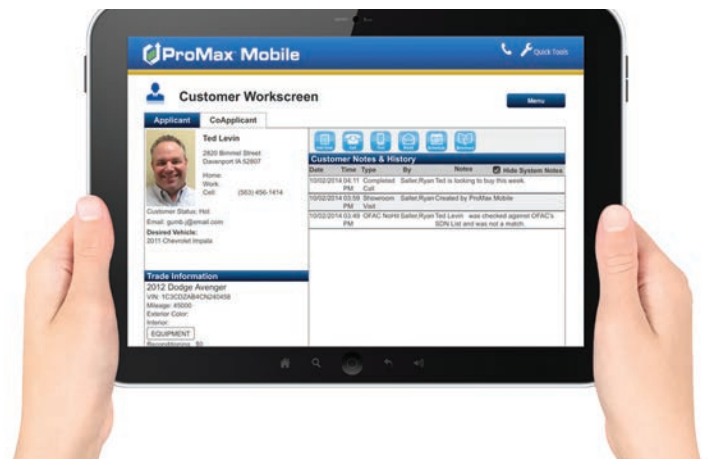
Customer Relationship Management for your sales people is an integrated module of ProMax that is extremely easy to use. This CRM tool is streamlined for salespersons to easily manage and follow up with their prospects and customers for new and repeat sales with no additional advertising expense.



- Manage all your work from your smartphone or tablet with the Mobile Workplan!
- Complete all of your Daily Tasks and drill down to customer Mobile Workscreens
- Follow-up is scheduled automatically by event, status, or group and by the salespeople for individual unique situations
- Print scheduled letters and send emails with one click, and easily record results of all calls

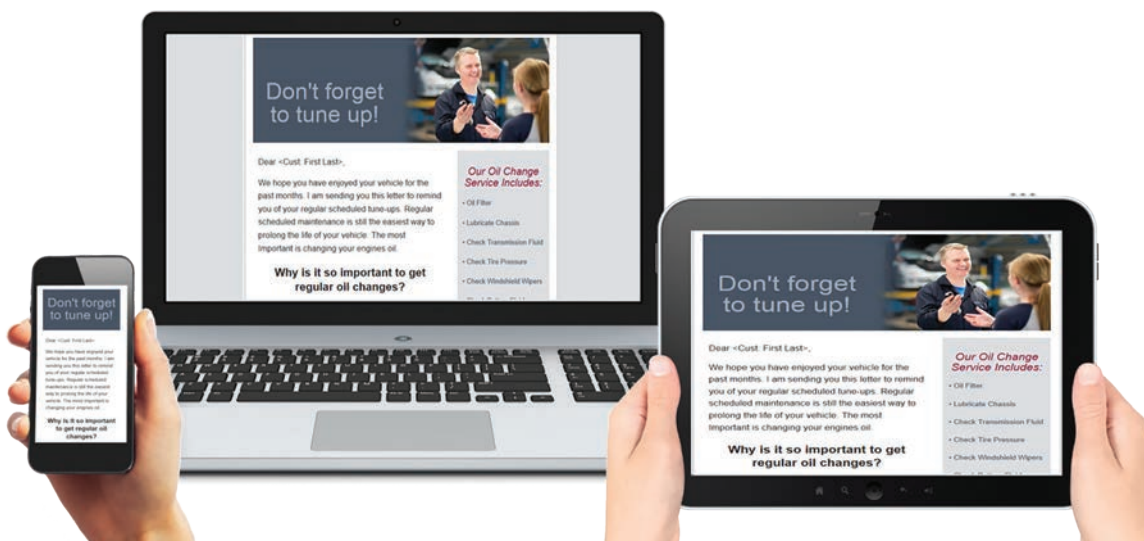
Customer Workscreen

- Access customer information and notes from your smartphone or tablet with the Mobile Workscreen!
- Send texts, emails, and E-brochures
- Respond to leads from your mobile device and stop the clock
- Shows chronological history of every important interaction with customer starting with lead source
- Easily schedule any activity, enter personal notes, or review sold vehicle history
- Select available incentives to be used in desking module



ProMax Enhanced Email

The ability to send compelling email messages to customers is essential to any CRM tool. Whether you're orchestrating a large campaign or sending vehicle details to a prospect from your phone, ProMax's award-winning solution has all the tools you need to succeed.



Equity Trade Alerts/Service Dashboard

Owner Base / Trade Alert

Target and market to your current ownerbase for customers who are in an equitable situation AND may be able to lower their payments with a newer upgraded vehicle!

Del Date	Customer Name	Sales Rep	Deal No	Purchased Vehicle	Term	APR	Last Pay Date	Estimated Equity	Last Cr. Date	Miles	Sell Traded	Date	Vehicle Traded	Dealership
10/20/12	Hytz, Thales	Mindy Hennings	L N	2013 Explorer 4WD	39	12.275	413	12/20/15	(1243)	89277/14	34,809	Y		
10/21/12	Texas, Andy	Ryan Rowe	R N	2013 F250 4WD	72	46.499	513	11/21/18	(3,369)	6605/14	45,852	Y	09/25/14	2015 F350 4WD
10/21/12	Kami, Mandy	Greg Putman	R U	2009 Legacy	60	34.999	320	11/20/17	425	8804/14	84,425	Y		
10/22/12	Johnson, Scott	Steve Law	L N	2012 Fusion	36	9.225	265	09/22/15	(1991)	11/14/14	39,652	Y		
10/20/12	Hytz, Thales	Mindy Hennings	L N	2013 Explorer 4WD	39	12.275	413	12/20/15	(1243)	89277/14	34,809	Y		
10/21/12	Texas, Andy	Ryan Rowe	R N	2013 F250 4WD	72	46.499	513	11/21/18	(3,369)	6605/14	45,852	Y	09/25/14	2015 Challenger
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10/22/12	Johnson, Scott	Steve Law	L N	2012 Fusion	36	9.225	265	09/22/15	(1991)	11/14/14	39,652	Y		

- Filter options available for the following:
 - Current APR - Target customers that have a high APR to lower their rate and their payment
 - CB Score - Target customers based on their CB score at the time of their delivery
 - Utilize Instant Screen to see their CURRENT Credit Bureau Score
 - Payment difference - Target those customers that can lower or keep their payments the same when upgrading their vehicle!
 - Estimated Equity - Target customers that have equity in their vehicle
- Use our turnkey templates and automated Follow Up to call and set appointments

LOWER YOUR INTEREST RATE TO LOWER YOUR PAYMENTS!!

Want lower car payments? <Dealership> can help!

When you are able to cut down the interest rate on your car loan, you eventually have lower monthly payments. A low interest rate also means that you have more disposable income you can put towards a savings account or use to pay off debts.

Stock No	K17N7961
Year	2017
Make	Ford
Model	Fusion
Style	4d Sedan Sport a/c
Mileage	1
Ext. Color	Blue
Engine	2.7 L
Transmission	Auto
Est. Monthly Payment	\$234.01

Stanley Ford Gilmer (903)843-2521

Service Dashboard

Service Customers play a vital part in the daily operations of any dealership. The Service Dashboard is an integrated module that will allow your staff to follow up and work the service lane.

Date	Customer	Sales Rep	Service Status	Vehicle	Purchased From	Description	Est. Cost	Miles	Est. War	Est. Post	APR	Term	Item	Est. Term	Est. Equity	Credit	New Year	New Vehicle	Last Contact	Upgrade Status	
02/17/16 7:59 am	Brown, Shante	Randy Cook	No Status	2015 CL5	ProMax Motors	CS REMOTE START IS HOT	4,900		5228	4.9%	72	36	1,897	0/21							
02/17/16 7:30 am	JOHNSON, RANDY	Randy Cook	No Status	2008 SOHOV5	ProMax Motors	DIRTY OIL FRONT TIRE & WASH	810.1	14,891							8,575	0/21			02/16/13	0/21	
02/17/16 7:30 am	JABARA, WALTER	Randy Cook	No Status	2008 SOHOV5	ProMax Motors	3.750 WAX INTERNAL	538.25	110,228	5331	30200	36										
02/17/16 7:30 am	David, Linda	Mike Bradford	No Status	2015 CL5	ProMax Motors	5.0M WAX FULL SYNTHETIC OIL & WASH	1,038.0	11,424				72	45	23,500	0/21				12/03/15	0/21	
02/17/16 7:30 am	Donald, Travis	Rick Brubaker	No Status	2014 CL5	ProMax Motors	RUBBER FOOT, ACCESSORIES	829.40	30,416	6229	1.9%	72	45	430	0/21	6373	2015 CL5			12/09/13	0/21	
02/17/16 7:30 am	Olga, Concepcion	Scott Payne	No Status	2012 DPT86	ProMax Motors	STATE INSPECTION	73,382	5388	18.0%	48	39	1,832	0/21						10/05/15	0/21	
02/17/16 8:00 am	Garza, Brian	Mark Ebdok	No Status	2014 SHOY1000	ProMax Motors	CS OR BRUSH LIGHT ON PRIOR	30,000	3,666		13.7%	72	30	2,003	0/21					04/16/14	0/21	
02/17/16 8:00 am	Texas, Andy	Mike Bradford	No Status	2008 LACR066	ProMax Motors	FREE WASH.	877.67	120,874											01/27/16	0/21	
02/17/16 8:30 am	Jordan, Kumer	Randy Cook	No Status	2011 ELN700A	ProMax Motors	STATE INSPECTION	51,023	43,295	5204	2.8%	36	7,140	0/21	6309	2013 SHOY1000	05/02/13			01/29/16	0/21	
02/17/16 8:30 am	Brown, Shante	Rick Brubaker	No Status	2008 LACR066	ProMax Motors	TECH WASH.	88,880	5,847	4.8%	60		7,225	0/21						01/29/16	0/21	
02/17/16 8:30 am	LESLIE, CHALMER	Scott Payne	No Status	2009 BWD43	ProMax Motors	CS HEADLIGHT REAR WASH	910.0	128,322												0/21	
02/17/16 8:00 am	Mark, Ebdok	Mark Ebdok	No Status	2013 CL5	ProMax Motors	LUBE, OIL FILTER, CHANG TOP OFF	525.00	13,811	5201	1.7%	36	9	22,588	0/21	57	2015 CL5			12/09/15	0/21	
02/17/16 8:00 am	Job, Erika	Scott Payne	No Status	2013 SHOY1000	ProMax Motors	RENTAL CAR	18,878													02/13/16	0/21
02/17/16 8:00 am	ROGER, MELLONI	Randy Cook	No Status	2009 WBE	ProMax Motors	PURSE BAG RECALL	5203.5	100,896												0/21	
02/17/16 8:00 am	JOHN, FOSTER	Scott Payne	No Status	2009 BWD46	ProMax Motors	3.750 WAX INTERNAL	542.39	144,281												0/21	
02/17/16 9:30 am	HOBBS, CARROLL	Randy Cook	No Status	2013 SOHOV5	ProMax Motors		887.21	38,112							18,875	0/21				0/21	

- Shows the reason a customer is in for service along with estimated cost
- Shows if they purchased a Vehicle Service Contract from you
- Shows the remaining term, current payment and estimated Equity
- Perform a soft-pull inquiry and determine the customer's current credit
- Present vehicle proposals to service customers, lowering their current payment and upgrade to a newer vehicle
- Trigger follow up for future contact
- Change the Service Status to follow up on declined RO's

Internet Lead Management

Say goodbye to leads slipping through the cracks. Leads are the fuel that powers your sales engine and the ProMax ILM module enables you to manage all your leads in one system.

ILM Features

- Lead Activity Monitoring System - A customizable configuration to monitor new leads and send out alerts by text or email if the leads haven't been worked within a certain amount of time
- Dupe Lead Configuration Options - Dupe leads shouldn't equal dupe payments. We've added a host of new options to help save time and optimize your sales process
- Auto-Responder - Make a great first impression with a variety of high quality and image-rich messages

Pure Lead Report

View details to all your leads as they came into the system, before any changes to Lead Source may have been made or duplicate leads have been merged, and get counts for exactly the time period you need with the Summary

The screenshot shows the 'Pure Lead Report' interface in ProMax Mobile. It includes a navigation bar with options like 'Credit Application', 'Customer', 'Dashboard', 'My Workspace', 'Email', 'Inventory', 'Reports', 'Internet Dashboard', 'Service', and 'Logout'. Below the navigation, there's a 'Pure Lead Report' section with an 'Import Services' dropdown menu containing options like 'Acorn Lead Import', 'Acorn Lead Import', 'App Express LE', 'App Express LE', and 'Appraisal Express Lead'. There are also fields for 'Start Date' and 'End Date', and buttons for 'Compile', 'Send Via Email', 'Export', and 'Print'. A table below shows lead sources with columns for 'Adv Source', 'Lead Import Service', and 'Adv Source Total'. A large blue 'NEW 2018' badge is overlaid on the bottom right of the screenshot.

Respond to leads with powerful E-brochure

- Displays up to 4 vehicles
- Can show up to 3 different payments
- Specific comments displayed per vehicle
- Shows options on vehicle
- Select rate, term & cash down for payments
- More powerful than a generic email response
- Include links to YouTube videos

Price Drop Alert

Another great tool available within ProMax is the Price Drop Alert. Whenever there is a price update lowering the cost of a vehicle that one of your prospects showed interest in, ProMax will automatically generate and send out an attractive email. The Price Drop Alert will get your unsold traffic back on the lot!

The exclusive ProMax E-brochure with Finance and Lease quotes available.

The screenshot shows a ProMax e-brochure for a 2018 GMC Terrain. At the top, it says 'Hello John, How is your day going? Are you still considering our 2018 GMC Terrain? Included is our vehicle brochure on the Terrain you expressed interest in. We would love to make this work for you. Contact me for a demo and receive a free \$50 gas card.' Below this is a large image of the vehicle with the ProMax logo and contact information: '800-322-9034 - www.promaxautogroup.com'. To the right of the vehicle image is a table of pricing and specifications:

2018 GMC Terrain	
MSRP:	\$42,820.00
Dealer Discount:	\$2,831.00
Rebate:	\$1,000.00
Total Savings:	\$3,831.00
Your Price:	\$38,989.00
Year:	2018
Make:	GMC
Model:	Terrain
Body Style:	4d SUV FWD Denali
Engine:	2.0_LITER_
Transmission:	Auto
Exterior Color:	EBONY
Mileage:	4030
Stock #:	T8024
Vin #:	3GKALSEX1JL140077

Below the pricing table is a 'VIEW VEHICLE VIDEO' button. Underneath is a 'FINANCING OPTIONS' section with two tables:

FINANCE				LEASE			
Term	Rate	Down Payment	Est. Payment	Term	Down Payment	Residual	Est. Payment
48	3.95%	\$2,000.00	\$919.93	24	\$2,000.00	\$26,170.00	\$566.48
60	4.25%	\$2,000.00	\$755.78	36	\$2,000.00	\$22,745.00	\$493.01
72	4.75%	\$2,000.00	\$652.29	48	\$2,000.00	\$19,747.00	\$487.51

Below the tables is a 'FEATURES' section with a list of vehicle options:

- 4-Cyl Turbo 2.0 Liter
- Air Bags: Dual Front
- Alarm System
- AWD
- Camera: Backup/Rear View
- Fog Lamps
- LED Headlamps
- Power Door Locks
- Power Windows
- Roof Rack
- ABS (4-Wheel)
- Air Bags: F&R Head Curtain
- AM/FM Radio w/MyLink
- Blind-Zone Alert
- Cruise Control
- Hill Start Assist
- OnStar
- Power Liftgate Release
- Privacy Glass
- Seats: Heated
- Air Bags (Side): Front
- Air Conditioning
- Automatic 9-Spd w/Overdrive
- Bluetooth Wireless
- Daytime Running Lights
- Leather
- Park Assist: Rear
- Power Steering
- Rollover Protection
- StabiliTrak

Below the features is a 'COMMENTS' section with two promotional banners:

GET YOUR TRADE IN VALUE ONLINE

POWERED BY NADA

ESTIMATING 80 VEHICLES

GET STARTED CLICK HERE

INSTANTLY!

GET PRE-APPROVED FOR A VEHICLE & SEE YOUR CREDIT SCORE!

At the bottom, there's an 'Additional Vehicles You May Be Interested In' section with two vehicle listings:

Vehicle	Price
2018 Chevrolet Equinox 4d SUV FWD LT w/1LT Mileage: 3796 Stock No. 416858	\$30,135.00
2018 Chevrolet Equinox 4d SUV FWD LS Mileage: 3077 Stock No. 416878	\$24,955.00

Certified Lead Importing

Would you like to have one system handle all of your leads?

ProMax can do just that.

ProMax is a certified lead management tool for most OEMs. Leads can be sent directly into the ProMax system allowing your dealership to work all their incoming leads as well as leads received from the manufacturer. The manufacturer's response time clock is automatically stopped as soon as the lead is responded to from within ProMax.

- Utilize valuable ProMax reporting tools to track lead effectiveness
- ProMax administers all disposition reporting in near-real time
- Extensive list of available reports to track lead activity



Respond to lead notifications from your smartphone and stop the clock with ProMax Mobile!

ProMax can send lead notifications to your sales reps on their mobile devices, and they can link directly to the Mobile Workscreen. From here they can respond directly to the lead and stop the clock from anywhere. They can also:

- Access customer info and notes
- Send texts, emails, and E-brochures
- Change statuses, make notes, and recall customers on the go

Using ProMax lead notifications improves the timeliness of responses and gives you a competitive advantage!

ProMax is a certified lead management tool for the following manufacturers:

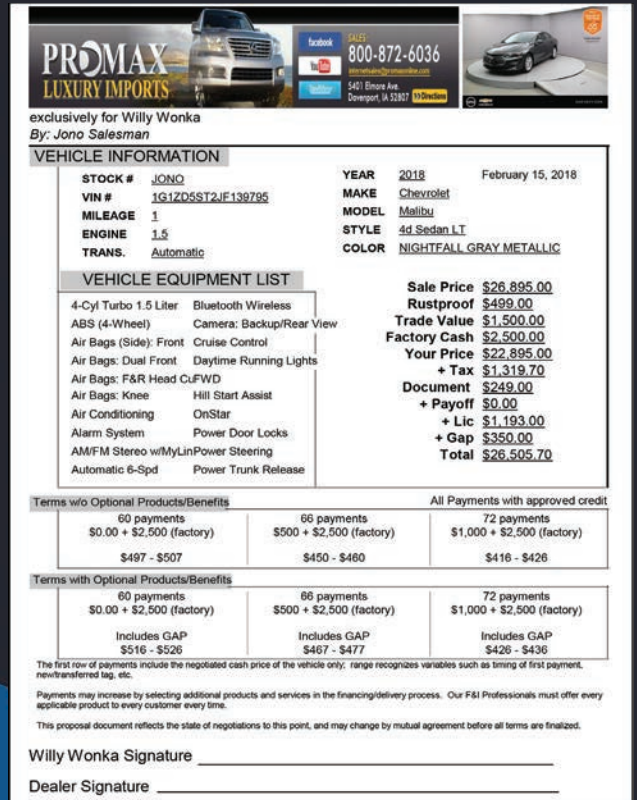
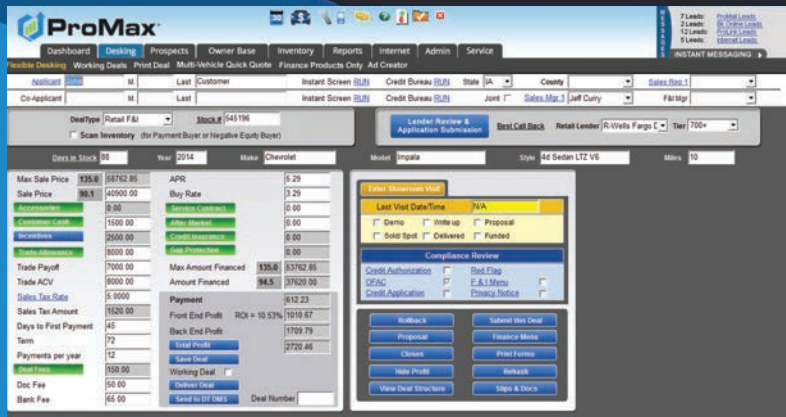


The ultimate desking tool for every customer in every situation

Go from desking to proposal in under 10 seconds

- Enter stock number, cash down, trade information and the deal is done
- Change lenders and tiers on the fly, with a single mouse click
- Add rebates, insurance and service contracts in seconds
- Send the deal to your DMS instantly: Reynolds, CDK, Adam, Autosoft, DealerTrack DMS, and other top DMS systems

Print a ProMax proposal for every customer and start every deal at full gross

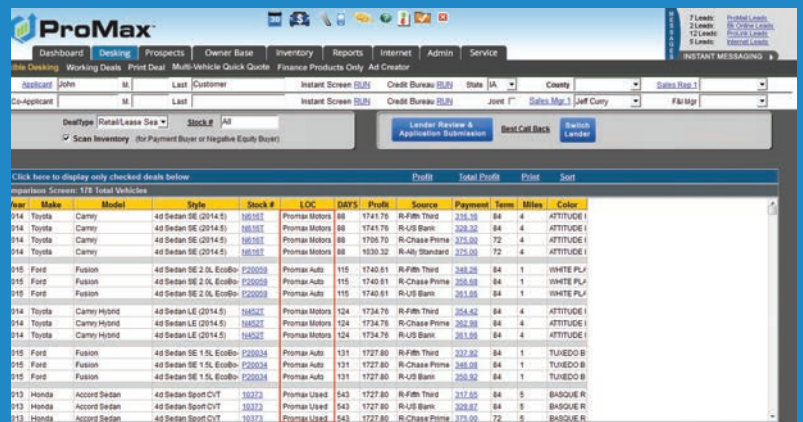


It's all in the presentation

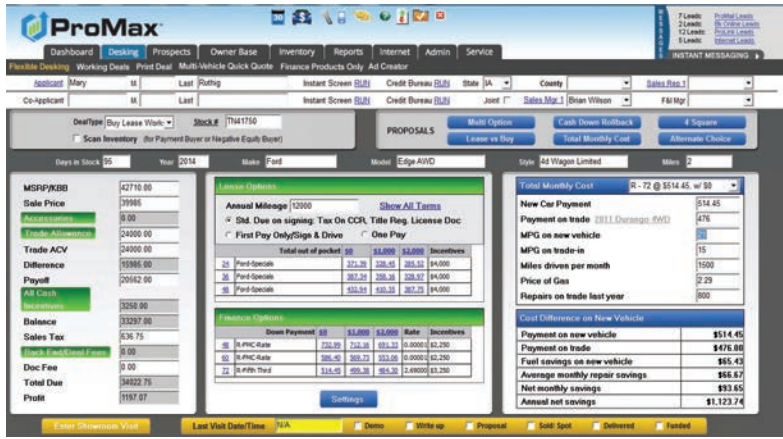
- Look professional and believable
- Select from multiple proposals
- You can customize your own proposal
- You choose the information to display
- Show a vehicle photo on your proposal

Search your entire inventory in seconds!!

Calculate and rollback thousands of vehicle and lender combinations in seconds for the payment and/or negative equity buyer. \$2,000 upside down, midsize, \$300 a month or under. No problem!



Increase your leasing penetration and sales



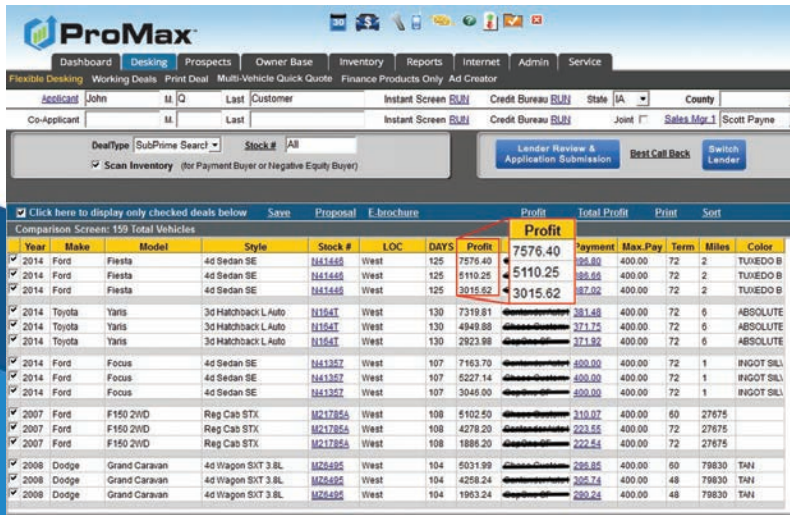
Increasing your lease penetration is simple – you must present a Buy/Lease comparison to every new vehicle customer every time!

With ProMax this could not be any easier – it's just two steps.

Step 1 – Just enter the stock number of the new vehicle and ProMax immediately calculates up to 9 different combinations of term and down payment for both lease and retail payments with the correct programs and incentives – guaranteed!

Step 2 – Click on the proposal you want to present to the customer and it immediately pops up the way you want the numbers to be presented on the first pencil. Click on the print button and you're done! We have many proposals to choose from or we will customize one just for your store.

Win big in subprime with the experts!



Just enter the customer's down payment, trade ACV, payoff, monthly income, and in seconds ProMax will calculate, compare and display every combination of vehicle and lender they qualify for sorted by profit!

ProMax will help your store with the software, lenders, inventory, leads, and training you will need to sell an extra 20-100 cars a month with grosses of \$3,000-\$4,000.

- We update all your lender guidelines and the book values of your inventory
- You will never leave any money on the table or have a contract bounced back by a lender

Pulling credit and staying compliant is seamless simple to manage and review... No one has a mo

Log all your ups with either a swipe of a drivers license or a mobile scan.

Immediately the customer has an OFAC check done which is a free service.



Privacy Notice is done next, along with any other forms utilized in your sales process.

- Customer Information Worksheet
- Test Drive Agreement
- Custom forms



As customers are logged your managers can take advantage of our unique, industry leading soft-pull technology Instant Screen™.

Instant Screen enables you to qualify correctly and quickly by empowering your managers with valuable information on the consumer before they pick out a car.

- Exact credit score
- Current payment & payoff
- Current Interest Rate

Credit Bureaus with benefits

- If the red flag score is yellow, out of wallet questions are available immediately.
- Pull 1, 2 or all 3 bureaus in seconds.
- Push into Route One or Dealer Track.
- All 3 bureaus on ONE bill
- Red Flag score immediately generated and shown automatically.

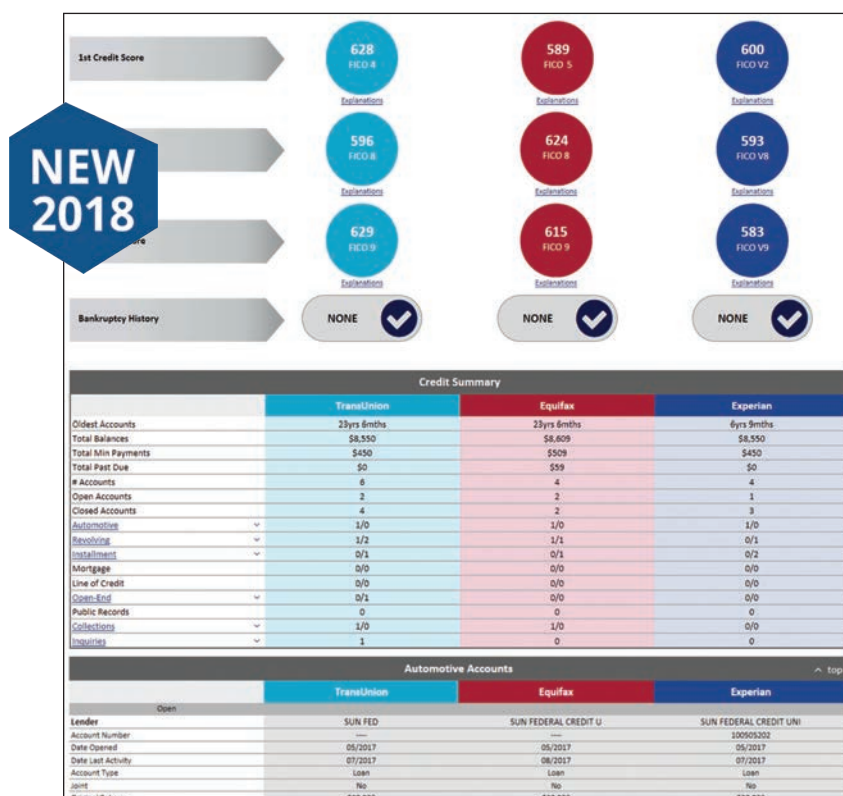


ly woven into your sales process. It's easy to do, re complete and automated compliance solution.

Increase sales and make more profit with the Multi-Bureau Solution!

The Multi-Bureau Solution is the result of a 6-month study that proves that dealers who pull multiple credit bureaus (instead of just one) increase sales and make more back-end profits. The Multi-Bureau Solution consists of our exclusive AutoCredit360™ HTML credit bureau format, lender submittal process, technology and training offered only by ProMax.

- At-a-glance bureaus – Easy to read side-by-side comparison of all 3 bureaus and all risk scores.
- Lender, review and submit tool – the tool that makes the magic happen.
- Proven process and free training - the Multi-Bureau Solution will make dealers more profits, we'll show them exactly how to do it.
- Measurable results – valuable analytics and reports revealing how well dealership is doing by credit tier.



Proof of compliance is automatically documented. You're covered in case of an audit.

Date	Time	Type	LOC	By	Customer Notes	Hide System Notes
01/07/11	8:00A	System	Hometown Motors	Rowe, Ryan	Risk-Based Pricing Notice Mailed 01/08/2010	
01/07/11	12:59 P	Red Flag Score Pull	Hometown Motors	Rowe, Ryan	Red Flag score pulled - 721	
01/07/11	12:59 P	System	Hometown Motors	Rowe, Ryan	Equifax pulled on PATRICIA CREWINKLE	
01/07/11	12:59 P	Privacy Notice Printed	Hometown Motors	Rowe, Ryan	Privacy Notice printed by: Jeff Curry	
01/07/11	12:55 P	System	Hometown Motors	Rowe, Ryan	Salesperson 1 changed from unassigned to Ryan Rowe	
01/07/11	12:54 P	OFAC NDR	Hometown Motors	Rowe, Ryan	Patricia Ann Crewinkle as checked against OFAC's SDN List and was not a match.	

- Everything is documented in customer notes and history.
- Everything is date and time stamped to provide proof of compliance in case of an audit.
- A hyperlink brings up the actual documents that were either printed, emailed or mailed.

The management Compliance Review helps ensure nobody slips through the cracks!

Report Date	Customer Name	Status	Lead Source	Sales Person	Sales Manager	OFAC	CB	RBP	Red Flag Status	Credit App Taken	Privacy Notice	Auth to pull Credit	App Sub'd	Adverse Action
08/03/2011	Doonie Platt	Need \$ Down	AutoTrader	Scott Payne	Scott Payne	No	615	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	David Hill	Warn	Website	Dennis Selby	Scott Payne	No	701	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	Joe Winterst	Hot	Phone Up	John Curry	Randy Cook	No	580	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	John Masters	Cold	Printal	Scott Payne	Randy Cook	No	587	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	Bill Mochamara	Need \$ Down	AutoTrader	Sales Man	Scott Payne	No	610	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/04/2011	Marie Christopherson	Need Co-X	AutoTrader	Scott Payne	Randy Cook	No	608	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/04/2011	Taylor Brackebury	Warn	Phone Up	John Curry	Jeff Curry	No	677	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/05/2011	Jeff Falkner	Need Co-X	Website	Scott Payne	Randy Cook	No	641	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Bryan Simmermaker	Need Co-X	AutoTrader	John Curry	Jack Becki	No	580	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Dean Hubler	Cold	Owner Base	Sales Man	Randy Cook	No	501	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Janet Peterson	Warn	Phone Up	Randy Cook	John Palmer	No	606	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Gino Bell	Need \$ Down	Website	Corby Swick	Randy Cook	No	556	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Samuel Hestepeter	Cold	Phone Up	Corby Swick	Corby Swick	No	580	E	OK	OK	OK	OK	OK	Printed 8/9/2011

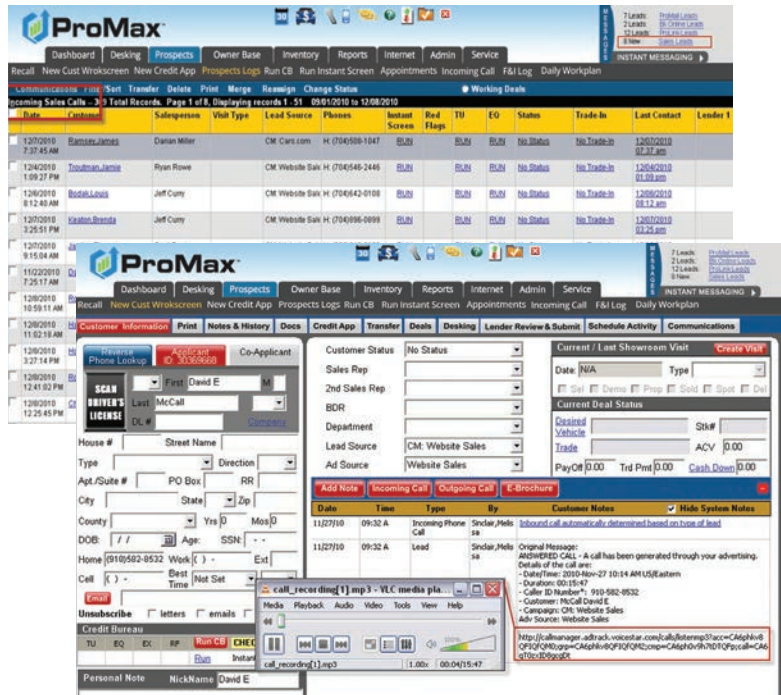
- All delivered deals, unsold showroom traffic and Internet leads are automatically entered.
- Incident Report automatically updated.
- Appropriate Adverse Action Letters can be selected to be either printed and mailed by dealer or by ProMax.
- Fail-safe option monitors and tracks the customers to keep you compliant.

RISK-BASED PRICING DONE!
ADVERSE ACTION DONE!

Call Manager™ - Inbound Call Tracking System

Track and record all your incoming sales calls with precision

Call Manager is our incoming call tracking system which is completely integrated with ProMax. It tells you with precision how many calls you are getting from each advertising source along with how well your calls are being handled by your staff. Every incoming call is automatically tracked, allowing you to measure the results of each advertising source. Not only do we track the calls but we can also record each call for review and training. Within ProMax you will be notified of every new call. Each new call will automatically create a new customer within ProMax along with their pertinent information and voice file.



Complete Integration with ProMax

- Incoming sales calls sent directly to ProMax
- Incoming calls merged with existing customer account or if new creates a new customer account
- Voice file attached to every customer's workscreen
- Notified in 'Message Center' of missed calls
- Separate 'Incoming Sales Call' prospect log
- Reports to track each advertising source ROI

Call Manager Features & Benefits

- Numerous reports to measure source effectiveness
- Calls can be recorded
- Multiple call routing options
- Compare advertising ROIs
- Toll Free, vanity & local numbers available
- Identifies ad source for each incoming call
- Voice mail system for all missed & after hour calls

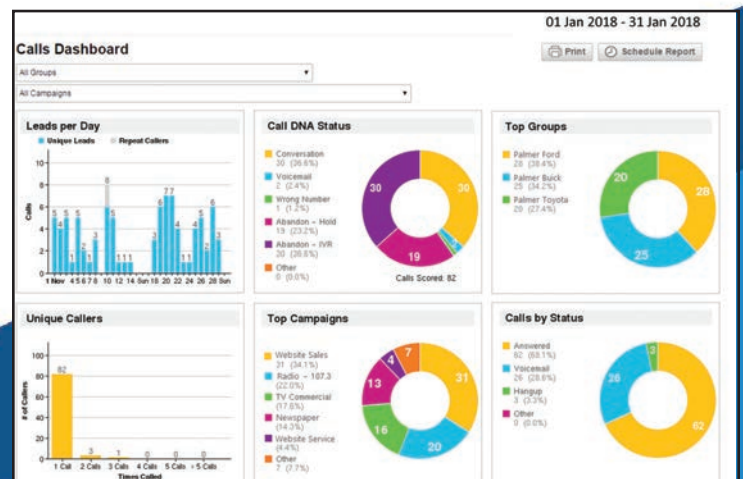
Message Alerts

MESSAGES

- * 7 Leads: [ProMail Leads](#)
- * 2 Leads: [Bk Online Leads](#)
- * 12 Leads: [ProLink Leads](#)
- * 5 Leads: [Sales Calls](#)

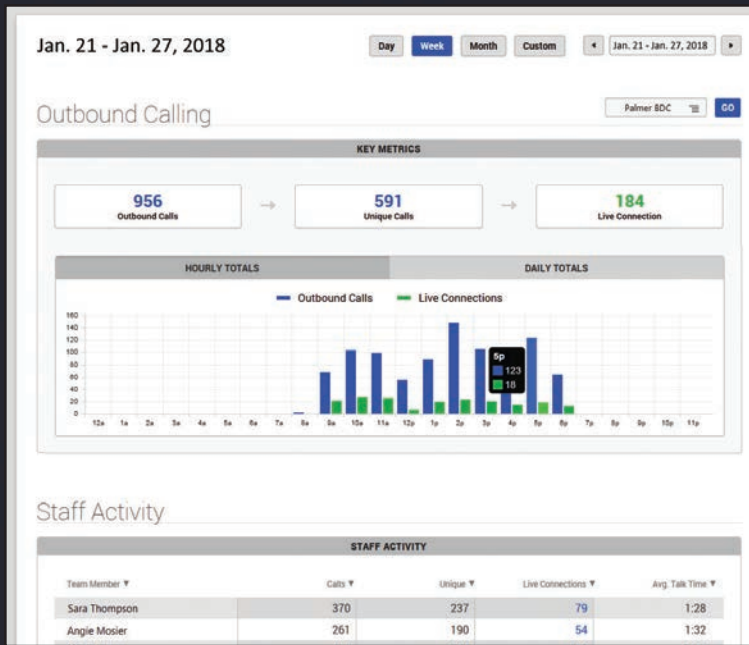
INSTANT MESSAGING ▶

Message Center alerts dealership of missed calls so immediate action can be taken.



Outbound Call Tracking System

Do you have any idea how many outbound calls your sales reps and BDC reps are making or the quality of the calls?



The ProMax Outbound Call Tracking service will allow you to improve sales performance and accountability. Through ProMax, all outgoing calls will be tracked, managed, and recorded allowing you to effectively measure your most valuable resource - potential new customers.

No more wondering if your reps are actually making their calls. Now you will know for sure!

Click to Call

Making calls couldn't be easier. Within ProMax, every prospect's Workscreen and Daily Workplan will have a 'Click to Call' button. Clicking this button will automatically initiate the call. No more wasting time dialing numbers; it's that easy!

Each outgoing call will be linked within the ProMax Customer Workscreen along with all the information such as date & time of call, who made the call, and length of call. Additionally, the voice file is provided so you can listen to the call.

ProMax

Dashboard Desking Prospects Owner Base Inventory Reports Internet Admin Service INSTANT MESSAGING

Recall New Cust Workscreen New Credit App Prospects Logs Run CB Run Instant Screen Appointments Incoming Call F&I Log Daily Workplan

Customer Information Print Notes & History Docs Credit App Transfer Deals Desking Lender Review & Submit Schedule Activity Communications

Reverse Phone Lookup Applicant ID: 55391126 Co-Applicant

Customer Status: No Status

Sales Rep: Melissa Sinclair

2nd Sales Rep: BDR

Department: Melissa Sinclair

Lead Source: Outbound Call

Ad Source: Outbound Call

Current / Last Showroom Visit: Create Visit

Date: N/A Type: [] Sel [] Demo [] Prop [] Sold [] Spot [] Del

Current Deal Status: [] Unfilled [] Yields [] Stip# [] Trade [] ACV [] PayOff [] Trd Pmt [] Cash Down [] 0.00

04/09/14 09:54 A InternetLead By Customer Notes Hide System Notes

Lead ID: 113709087
Lead Sender: N/A
Lead Date: 2014-04-09 09:51:32
Comments: agentname: Melissa_Sinclair, agent code: 2222
Link to voicefile: call/113709087

Outbound Call Note Editor

Mark Klein Outbound Call Date: 04/09/2014 Time: 10:18:15 AM

Home: (563)244-7686 Cell: (309)258-6538 Work: Best Phone:

Click to Call

Outbound Call Analytics

Reports display all outbound call activity and break down the critical information.

- By individual sales or BDC reps
- By date and time
- How many calls were made
- How many calls were answered
- Compare sales and BDC reps with one another for performance tracking
- Plus more ...

Inventory

Manage, analyze and optimize your biggest investment!

PIC Number	Stock Number	Year	Make	Model	Mileage	Days Stock	# of Demos	Sale Price	Total Cost	Price Pack	Price Cost	% Markup	MSRP
853207	2007	OMC	Yukon 4WD	73873	146	6	\$26,995	\$23,857	\$3,338	14.1%	(\$6,807)		
872232	2005	Chevrolet	Aveo	34453	121	1	\$5,547	\$2,404	\$3,143	130.7%	(\$379)		
892258	2013	Dodge	Avenger	34747	95	1	\$13,349	\$11,308	\$2,041	18.0%	(\$1,208)		
108269	2012	OMC	Sierra 1500 4WD	29409	86	1	\$28,995	\$25,591	\$3,404	13.3%	(\$2,041)		
718273	2014	Chevrolet	Captiva Sport	19925	80	1	\$19,440	\$17,439	\$2,001	11.5%	(\$3,064)		
718280	2003	Chevrolet	Trailblazer EXT 4WD	85115	73		\$9,773	\$8,827	\$948	10.7%	(\$4,127)		
728286	2003	Chevrolet	Malibu	76445	70	1	\$6,881	\$4,524	\$2,357	52.1%	(\$2,024)		
728286	2006	Cadillac	DTS	131155	67	1	\$8,495	\$6,395	\$2,100	67.7%	(\$785)		
730287	2007	Toyota	Matrix	142753	66	2	\$5,995	\$3,128	\$2,867	91.7%	(\$1,122)		
734280	2013	Chevrolet	Impala	35814	63		\$16,997	\$14,128	\$2,869	20.3%	(\$1,278)		
735281	2000	Volkswagen	Cabrio	203412	61		\$2,995	\$350	\$2,645	755.7%	\$450		
744295	2013	Chevrolet	Malibu	37131	58	1	\$16,545	\$13,883	\$2,862	20.9%	(\$658)		
749287	2006	Chevrolet	Impala	54286	56		\$10,990	\$7,006	\$3,984	56.9%	(\$2,181)		
751300	2012	Chevrolet	Volt	44876	53		\$20,775	\$19,595	\$1,180	6.0%	(\$4,270)		
753303	2008	BMW	3 Series	55996	50	1	\$23,475	\$19,916	\$3,559	31.0%	(\$2,316)		
755303	2013	Chevrolet	Silverado 1500 4WD	15471	49	4	\$37,985	(\$397)	\$38,382		(\$32,397)		
764312	2008	Chevrolet	Malibu	83006	40		\$11,833	\$7,587	\$4,246	53.3%	(\$1,337)		
767315	1993	Cadillac	DeVille	134700	39	1	\$2,995	\$841	\$2,254	367.2%	(\$641)		
771318	2010	Chevrolet	Suburban 4WD	51137	35		\$31,870	\$24,049	\$7,821	32.5%	\$2,801		
785330	2006	Honda	Accord Sedan	95722	23	3	\$11,999	\$7,874	\$4,125	52.4%	(\$1,024)		
788333	2012	Chevrolet	Traverse AWD	22995	20		\$24,966	\$21,275	\$3,691	17.3%	(\$1,925)		
788333	2014	Honda	CR-V 4WD	5928	20		\$25,858	\$21,350	\$4,508	20.2%	\$400		
791326	2008	Toyota	Sienna	90839	17		\$12,398	\$7,781	\$4,617	59.3%	\$419		

- Integrates with virtually all DMS systems; automatically adds & removes vehicles daily
- Multiple customized reports to track water in your inventory and more
- Share inventory across a dealer group for desking and inventory analysis
- New automated nightly downloads available from HomeNet, vAuto®, Dealer Specialties, DealerTrack®, eCarList, DealersLink®, CDM Data™, and more
- ProMax can automatically send your inventory, including pricing, photos, comments and data, to your 3rd party sites on a daily basis

- ProMax's master list allows you to select a make, model, style, and equipment one time to book-out cars for NADA, Kelley Blue Book, Black Book®, and ALG
- Create window stickers, book-out sheets and FTC Buyer Guides
- vAuto® integration
- First Look integration

	NADA	Blue Book	Black Book	Residuals
Wholesale	19,025	19,025	17,525	23,125
Retail	21,340	21,340	20,950	12,200
Wholesale (Clean)	16,575	16,575	16,775	9,925
Retail (Clean)	21,050	21,050	15,475	7,750
Wholesale (Loan)	1,000	1,000	13,425	6,075
Retail (Loan)	1,000	1,000	20,175	17,200

Photo Manager™ & 3rd Party Importing

Photo Manager is now available for use in ProMax. In addition to an improved interface for manually uploading your vehicle photos, there is also an automated process for importing pictures from third parties.

- Upload photos and work in ProMax at the same time
- Upload photos from mobile
- Add overlay to photos
- Drag-and-drop photo organization
- Upload photos any time and assign later
- Single or mass photo exports in .zip file
- Import photos from almost any 3rd party provider

ProMax Websites

We provide state of the art websites which are fully integrated with ProMax. All of our websites are custom designed, built for effective SEO, responsive mobile, and come with a robust back end management system. The integration with ProMax will allow you to manage your website inventory and content with changes posted to your website immediately. No more having to manage your inventory, leads, or website content through multiple software systems. We also custom design websites for your special finance department.



Benefits & Features

- Complete integration with ProMax
- Custom designed graphics
- Responsive mobile design
- Designed for effective SEO
- Robust and easy to use back end management system. Even build your own web pages.
- Inventory reports designed 100% for online management with inventory updated in real time
- Inventory can automatically be exported to third party companies such as Autotrader, Cars.com, etc.
- Video can be displayed specific to each vehicle
- Customers can search inventory by monthly payment
- Specific comments can be added to each vehicle
- Custom 'Call to Action' forms
- Analytics & reports to track website activity
- Custom designed special finance websites
- Plus much more...

Dealer Group Websites

Whether your dealer group has 2 locations or numerous locations we can provide what your website needs for success. We can build a home page displaying all the dealerships in your group as well as links to each separate dealership's website. Customers will have the ability to search the entire group's inventory at one time or go to the dealership of their choice and search its inventory. Leads can be sent to one main dealership, closest dealership or to the dealership where the vehicle resides. Managing a group website couldn't be easier or more effective.



Instant Auto Credit App

We are revolutionizing lead generation

ProMax leads the industry in using soft pull technology to increase your website and digital marketing leads. We enable your website visitors the unique ability to instantly get pre-approved and see their exact credit score.

Want a new and proven lead form for your website? Instant Auto Credit App is the solution - see why it's different.

PROMAX FORD OF DAVENPORT
5401 ELMORE AVE., STE. 201 DAVENPORT, IA 52807

HOME NEW VEHICLES USED VEHICLES FINANCING SERVICE & PARTS ABOUT US CONTACT INFO

Get pre-approved for an auto loan and see your credit score & ranking instantly!

- ✓ There is **NO COST** or obligation to you.
- ✓ See the maximum amount you may qualify for.
- ✓ Get your Automotive Credit Score.
- ✓ We don't require your Social Security Number!
- ✓ See where you rank against the rest of the U.S.
- ✓ Does not affect your credit score.

Quick and Easy Pre-Approval Process

Fill out the short form below to begin

First Name* [input] Address* [input]
Last Name* [input] Apartment [input]
Suffix [Select an option] City* [input]
Cell Phone* [input] State* [Select an option]
Email* [input] Zip* [input]

By clicking the button below, you agree to our [Privacy Notice](#) and [Terms & Conditions](#)

Get Your Results Now!

Promax Ford Pre-Approval Website | Financing Services, Inc. ©Copyright 2011

Car shoppers love it

Industry averages show only 2% of web visitors will turn into leads. Why? They need a reason. Instant Auto Credit App is that reason.

It's a plug in lead form for your website and an online marketing tool. It allows shoppers to instantly get pre-approved and see their exact credit score all while not having to provide their SS# and DOB. It's quick, easy and speeds up the car buying process. A total win!

Dealers love it

Instant Auto Credit App uses soft pull technology which increases website leads. It provides Auto Summary information on every pre-approved lead that very few, if any, other lead generators provide today. Just imagine what you can do when you have the Auto Summary information in hand before contacting each lead.

Instant Screen Customer

SCAN DRIVER'S LICENSE

First Name: Tom M
Last Name: Burgess
Street #: 5401 Name: Elmore
Type: Avenue
Direction: Apt./Sta #
PO Box: Rural Route
Zip: 52807 City: Davenport
State: IA
SSN: 333-33-3333 (Not Required)
E-mail: TomBurgess@gmail.com (Not Required)

Instant Screen Results

CREDIT SCORE - 676

1 auto inquiries in last 30 days as of 03/01/2016

% of Consumers with Scores in a Particular Range

Score Range	% of Consumers
250-299	6%
300-349	17%
350-399	16%
400-449	13%
450-499	13%
500-549	13%
550-599	13%
600-649	13%
650-699	13%
700-749	13%
750-799	13%
800-849	13%
850-899	13%
900-949	13%
950-999	13%

Your score = 676 and ranks higher than 79% of U.S. Consumers

Auto Summary

	Trade 1
Interest Rate	7.00%
Payment Amount	\$394.00
Original Term	60
Remaining Term	18
Orig. Loan Amount	\$30,000.00
Est. Payoff	\$10,122.00
% Loan Paid	66.3%
Joint	Yes
Times Late in last 240d	0

Available Revolving Credit Amount: \$16,250.00

Clear Scan Print Offer Presented Email by DMF on 3/30/2016 11:18 AM

Appraisal Express™

Studies show that 63% of buyers check the value of their trade-in before purchasing. With Appraisal Express buyers can instantly get the value of their trade while on your website. Buyers will appreciate the convenience; you will appreciate the increase in the quantity and quality of your leads. Appraisal Express is another great service you can offer that makes buying a car faster, easier, and more beneficial for everybody.

The screenshot shows the Appraisal Express website interface. At the top, it says "Appraisal Express™ the fastest way to get your trade-in value". Below this is a progress bar with five steps: "Your Vehicle", "Vehicle Details", "Desired Vehicle", "Contact Info", and "Trade Value". The "Trade Value" step is highlighted. A large blue banner displays "Your Estimated Trade-in Value: → \$6,900 - \$10,900*". Below this, there is a section for a 2013 Toyota Corolla with 45,000 miles and average condition. It includes a NADA Guides logo and contact information for Promax Ford of Davenport. There are buttons for "Get Pre-Approved & View Your Credit Score", "View Inventory", and "PRINT". A disclaimer at the bottom states: "Disclaimer: Estimated Book Value range is based on 2013 Toyota Corolla with 45,000 miles, and in Average condition. This vehicle is used for example purposes only. Your actual appraisal book value will be based on model, mileage, options, & condition of your exact vehicle at the dealership." A blue hexagonal badge in the bottom right corner says "NEW 2018".

- Buyer gets instant trade value
- Increases your website leads
- Show vehicle's exact value or value range
- Vehicle condition valuation can be predetermined or selected by buyer
- Integrates seamlessly with any website
- Lead delivered to any CRM
- Powered by NADA data

Appraisal Express Plus™

In addition to the trade value, *Appraisal Express Plus* instantly provides buyers the ability to get their payoff & equity and get pre-approved and see their exact credit score.

Studies show almost 70% of buyers inaccurately estimate their trade-in value, payoff value, and credit rating. How many deals has this cost you? Appraisal Express Plus gives buyers precise data from NADA book values and soft-pull technology that will make their buying experience better than ever before. Buyers instantly get the accurate value of their trade, payoff and equity AND their exact credit score for free PLUS instant pre-approval, all while on your website. You get buyers who are ready to buy - and can work those deals the right way from the very beginning.

The screenshot shows the Appraisal Express Plus website interface. At the top, it says "Appraisal Express Plus™ Get your Trade, Value, Payoff, Equity - Credit Score & Pre-Approval". Below this is a progress bar with six steps: "Get Pre-Approved", "Verify Identity", "CB Score & Loan Amount", "Verify Vehicle Payment", and "Vehicle Equity". The "CB Score & Loan Amount" step is highlighted. A large blue banner displays "Congratulations instant, you are pre-approved for an auto loan up to \$40,000*". Below this, there is a section for "Your VantageScore from TransUnion: 680". To the right, there is a bar chart titled "% of Consumers with Scores in a Particular Range" showing the distribution of credit scores. Below the chart, it says "Your score is 680 and ranks higher than 38% of US consumers". There is a section for "Get your Equity by selecting which situation applies:" with two radio button options: "I'm still paying off my vehicle and would like to find out the estimated payoff and equity on my 2013 Toyota Corolla so I can shop your inventory by price or payment!" and "I've already PAID OFF my 2013 Toyota Corolla and want to shop your inventory by price or payment." A blue hexagonal badge in the bottom right corner says "NEW 2018".

Your buyer gets

- Accurate trade value, equity and payoff
- Instant pre-approval
- Free credit score and max loan amount

You get

- Increased website leads
- Trade-in, credit score, auto summary info
- Integration with any website and CRM

Lead Generation

Utilize our many lead generation services to target prospects around your dealership shopping for a car!

Market Thief™

Market Thief, also known as a Trigger lead, is a consumer who has had their credit pulled in the past 24 hours for the purpose of automotive financing. To capitalize on these in-market shoppers, we immediately send each consumer a mailer on behalf of your dealership.

- Leads are exclusive to your dealership
- Response rates between 4-9%, 1% is typical for traditional
- Subprime accounts for 42.5% of the market
- Change rejections at other dealerships into deliveries at your store
- Choose your radius and credit score range to target



ProLeads

Internet Leads that ProMax generates for your dealership without the hassle and headache of marketing and advertising costs!



Bankruptcy Leads

Target customers that have filed for bankruptcy and want to repair their credit score with an auto loan.



Direct Mail

Start working with the winner of Auto Dealer Monthly's Diamond Award for Direct Mail three years in a row to help drive more traffic to your dealership! We offer several different options:

- Event Mailers
- Buy Back Mailers
- Recall Mailers
- In Market Now Mailers
- Co-op Approved Mailers
- Trade Equity Mailers
- Service Conquest Mailers
- Credit Card Mailers
- Bankruptcy Mailers
- Lease Termination Mailers
- Payment Reduction Mailers
- Holiday / Seasonal Mailers

**NEW
2018**

Looking for another avenue to contact and connect with your customers? Ringless Voicemail is the answer!

We can drop a prerecorded message on your customer's cell phone without ringing their phone! Your customers can listen to your message and respond back when it is convenient for them. Nobody is unreachable!

The increase in cell phone usage has resulted in the decrease of traditional communication methods, which has created a dilemma for many organizations. By using Ringless Voicemail technology you are providing another avenue to engage with your customers. 67% of consumers check their cell phone even if it didn't ring or vibrate.



Why should you use Ringless Voicemail

- 10-20% Response Rate!!
- 67% of cell phone owners check their phone for messages even when they don't notice their phone ringing
- 86% of consumers skip TV ads
- 91% of consumers opt-out of emails
- 200 million consumers are on the Do Not Call List
- 71% of marketers believe that Mobile Marketing is core to their business

Works great for the following campaigns:

- New and Old Internet Leads
- Holiday Sales & Special Events
- Direct Mail Campaigns
- Delivered Customers
- Unsold Showroom Traffic
- Promotional Campaigns
- Conquest Customers

BDC Services

Fortune is in the follow up

ProMax Business Development Center is a professional workforce that follows up on both your sold and unsold customers resulting in an increase in showroom traffic, appointments, and closing ratios. We work directly with you to meet your goals and bring success to our clients daily.

Most dealerships don't want to worry about hiring and training employees and with ProMax BDC you don't have to! We manage every lead from all marketing channels so you can spend time doing what you do best - selling cars.

If you're not following up with your customers, someone else is! Don't lose a sale because you didn't make a call.



We do follow up for:

- Internet leads
- Market Thief and ProMail Leads
- Unsold showroom traffic
- Appointment confirmation and follow up
- Missed appointments
- Trade-in campaigns
- Oil change reminders
- Deliveries



GET IN TOUCH

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