



## 785,000 Possibilities

Last year, more than 785,000 people in the US filed for bankruptcy. We can help you sell more cars by targeting those prospects who want to repair their credit score with an auto loan.

ProMax Bankruptcy Leads is an extremely effective direct-mail service that targets and converts highly motivated buyers in your market area.

**ProMax leads the industry in lead generation tools and offers the only complete and integrated solution for your dealership.**



**PROMAX  
INTEGRATION**



**EASY AND  
AUTOMATIC**



**CUSTOMIZED  
TARGETS**



**WEEKLY  
LISTS**

"I have been using BK Leads to get fresh weekly bankruptcy data for several years. I like the flexibility to create and edit my mail pieces however I choose, and even the timing of when prospects receive each piece. BK Leads keeps things simple for me, and makes it so I do not have to do mail merges, or data downloads, like other programs."

**Ryan Garrison**  
Credit Director, Washington Auto Credit

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