

Smart Risk ID

MARKET DOMINATION – Control Your Competition

Dealer Selling Benefits:

- Sell More Cars – “**Why Buy Here**” – Market Domination.
- Close More Deals with Higher Gross Profits.
- Capture more Customers from your Competition.
- Secure and Convert to Dealership Financing from other Lenders.
- Get more Deals Bought, Protects the Lender.
- Great Loyalty and Retention because you’re Protecting your Customer.

Dealer F&I Benefits:

- Increases VSC Penetration **10% to 25%**, by Value Added Selling.
- Increases PVR by **\$200 to \$500** when bundled with a VSC.
- Increases VSC Reserve Dollars/**Less Cancellations** to your Reinsurance Company.
- Sell as a Stand-Alone Product in F&I. (***Protects Customer & Family***)
- Could be the “**Highest Finance Penetration**” Product ever sold in F&I.