

**JUNE 2023**  
LENDWARD

It's the season.



**45 DAY PHONE/PRIVATE APPOINTMENT SETTING**

**BUSINESS DEVELOPMENT CENTER**

Lendward's BDC will book private appointments for customers to visit your dealership or schedule phone appointments with one of your sales managers to run their credit and coordinate the delivery of a new vehicle.

**100% 632K MAILED**

**1.3% 8,298 RESPONDED**

**54% 4,481 APPOINTMENTS**

**37% 1645 SOLD**

**\*PRICE PER \$424 VEHICLE SOLD**

*\*Results calculated over 120 campaigns. Actual results may vary.*

**TURNKEY T3AC (CO-OP) ELIGIBLE**



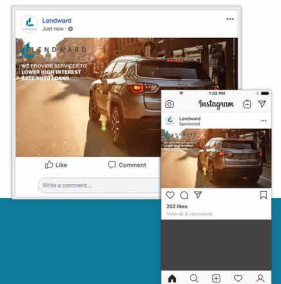
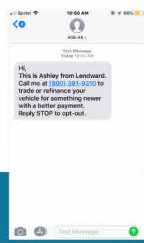
**PRE-APPROVAL FILE CLAIM TRACK REIMBURSEMENT**

**ALL PACKAGES INCLUDE 45 DAYS of Opted In Text Messages**

**Omnichannel Consumer Marketing 5 PART 45 DAY CONQUEST PROGRAM**

Our in-house BDC sets appointments for your store for **45 days**. The data acquired from consumers is available in real-time via our **CRM Tool** for you to keep over the long term.

**Credit Mail | Opted In Text Message | Cold Call & Email | Social Media Advertising Coordination**



Send a firm offer of credit to consumers via mail offering to reduce their interest rate on their current auto loan. These consumers are in your dealership's PMA as well as meet the credit criteria chosen specifically by your dealership.

Customers who respond but have not yet purchased a vehicle will receive text messages once a week for 45 days following the delivery of the offer. These customers have all opted in to receive text messages from Lendward.

Our in house BDC will follow up with cold calls and emails driving customers onto your dealership's sales floor over the course of the 45 day event.

Facebook allows us to display advertisements on Instagram and Facebook profiles to 50-70% of the customers mailed to throughout the 45 day event.

**A&B SIZE DEALERSHIPS**

**2,500-4,999 CUSTOMERS**

Custom campaigns available for small dealerships or rural markets. Call for details: **949.633.0917**

**INCREASE CONQUEST SALES FOR YOUR DEALERSHIP**



**GET STARTED TODAY!**  
**CALL OR TEXT: 317 - 992 - 0424**  
**OR EMAIL: info@liveish.agency**

VISIT YOUR LENDWARD MARKETCENTER ONLINE PORTAL @

**STELLANTIS.LENDWARD.COM**

**ENTRY LEVEL**

**\$6,950 \$7,950**

5,000 Customers Mailed  
500-1,500 Phone Numbers  
2,000+ Email Addresses  
18,000 FB/IG Impressions

**STEP UP**

**\$9,600 \$10,750**

7,500 Customers Mailed  
750-2,500 Phone Numbers  
3,000+ Email Addresses  
25,000 FB/IG Impressions

**MOST POPULAR**

**\$11,500 \$13,500**

10,000 Customers Mailed  
1,000-3,000 Phone Numbers  
4,000+ Email Addresses  
30,000 FB/IG Impressions

**BIG DEALERSHIP**

**\$16,500 \$18,750**

15,000 Customers Mailed  
1,500-4,500 Phone Numbers  
4,000+ Email Addresses  
30,000 FB/IG Impressions

**BEST VALUE**

**\$21,200 \$24,200**

20,000 Customers Mailed  
2,000-6,000 Phone Numbers  
6,000+ Email Addresses  
72,000 FB/IG Impressions

# PART 1: MAIL



## MAIL

We send a firm offer of credit to consumers via mail to reduce their interest rate on their current auto loan. These consumers are in your dealership's PMA as well as meet the credit criteria chosen specifically by your dealership.

**FINANCE NOTICE**

Dear James,

Records show you may be paying an interest rate of 14.82% APR on your monthly payment of \$389.49. We feel that may be too high. **You have been pre-qualified for an auto loan for an amount between \$7,500 up to \$59,000\*\*.**

**Lendward** may be able to help you refinance your vehicle with rates as low as **3.99%\*\*\* APR**. Call us now at **(800) 391-9310** and one of our loan specialists will help you begin the process.

You may be able to save a considerable amount of money by trading in your current vehicle for a new vehicle with rates as low as **1.9%\*\*\* APR** from **ABC Motor Group Chrysler Dodge Jeep** located at **1234 Main Street in Anytown, US**. Lock in your low rate today before interest rates rise any further!

**Don't Miss This Opportunity**  
Purchase, Trade, Or Refinance, The Choice Is Yours!

|   |                                   |   |   |
|---|-----------------------------------|---|---|
|   |                                   |   |   |
| <b>Call Toll Free</b><br>(800) 391-9310 | <b>Log On</b><br>www.lendward.com | <b>Walk In</b><br>ABC Motor Group<br>Chrysler Dodge Jeep Ram<br>1234 Main Street<br>Anytown, US 00000 | <b>Facebook</b><br>facebook.com/Lendward<br>Begin the process on Facebook.<br>Find our page and message us. |

CALL TODAY (800) 391-9310 Se Habla Español

It's the season.

You can choose to stop receiving "pre-screened" offers of credit from this and other companies by calling toll-free 800-527-8400. See the PRESCREEN & OPT OUT NOTICE on the back of this mail piece.

\*\* SEE TERMS AND CONDITIONS

DO NOT DISCARD  
IMPORTANT INFORMATION ENCLOSED

JOHN H. DOE  
1324 SECOND ST.  
ANYTOWN, US 00000

SEE OTHER SIDE FOR  
OPENING INSTRUCTIONS

SEE OTHER SIDE FOR  
OPENING INSTRUCTIONS

# OPTIONAL DATABASE ADD-ON:



## DATABASE MAILING

Add to your customer database to the event for a minimal cost! Minimum 2500 customers.

FINANCE NOTICE

Dear «FIRSTNAME»,

As a valued customer of **ABC Motor Group**, we want to extend an invitation to our **Refinance and Buy-Back Event!** Due to the global computer chip shortage, trade in values have skyrocketed to levels we have never seen before! **Your vehicle will never be worth more than it is right now!** Whether you would like to **purchase** a new car, **refinance**, **trade-in**, or **sell** us your current vehicle, we have secured millions of dollars in financing to give back to our customers.

We may be able to save you a significant amount of money on your car payment while keeping your vehicle or upgrading it. With interest rates on the rise, **NOW** is the best time to take advantage of this offer.

If you have an older vehicle that you're looking to sell or just looking to upgrade to a newer vehicle, we are offering **\*\*\*up to \$4000 over the Kelley Blue Book Value** of your vehicle right now. Come see us at **ABC Motor Group** located at **1234 Main Street in Anytown, US**.

**Don't Miss This Opportunity**  
Purchase, Trade, Refinance, or Sell, The Choice Is Yours!

|   |  |  |  |
|---|--|--|--|
| <br><b>Call Toll Free</b><br>xxx-xxx-xxxx | <br><b>Log On</b><br>abcmotorgroup.com | <br><b>Walk In</b><br>ABC Motor Group<br>1234 Main Street<br>Anytown, US 56789<br>(XXX) XXX-XXXX | <br><b>Facebook</b><br>facebook.com/ABCMotorGroup<br>Begin the process on Facebook.<br>Find our page and message us. |
|---|--|--|--|

CUSTOMER# «CODE»

**CALL TODAY (XXX) XXX-XXXX Se Habla Español**

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

\* SEE TERMS AND CONDITION

DO NOT DISCARD  
IMPORTANT INFORMATION ENCLOSED

JOHN H. DOE  
1324 SECOND ST.  
ANYTOWN, US 00000

VAL P2525 (MAY16) (0170)

SEE OTHER SIDE FOR OPENING INSTRUCTIONS

SEE OTHER SIDE FOR OPENING INSTRUCTIONS

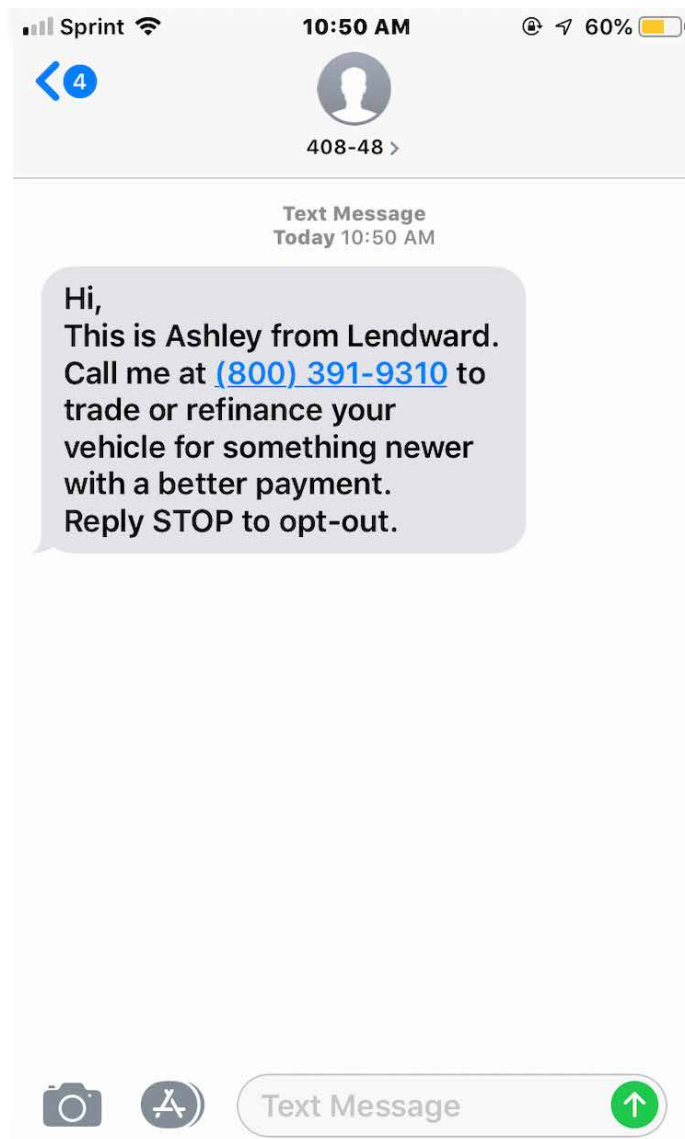
SEE OTHER SIDE FOR OPENING INSTRUCTIONS

## PART 2: OPTED IN TEXT MESSAGE



### OPTED IN TEXT MESSAGE

Customers who respond will receive text messages once a week for 45 days following the delivery of the offer. These customers have all opted in to receive text messages from Lendward.



# PART 3A: COLD CALL & EMAIL



## COLD CALL & EMAIL

Our in house BDC will follow up with cold calls and emails driving customers onto your dealership's sales floor over the course of the 45 day event.



Lendward  
800.391.9310  
www.Lendward.com

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### LENDWARD OUTBOUND CALL SCRIPT

Hi this is \_\_\_\_\_ calling from Lendward. How are you today? Great to hear.  
(CUSTOMER NAME) Don't worry, this is not a sales call it is a courtesy call.

We sent you a letter in the mail the other day. It came from Lendward.

Do you remember seeing that?

Ok great. Allow me to explain.

Our company is a national lender. We work with the credit bureaus and we look for people like yourself who have worked hard to improve your credit, but for some reason are still paying a really high interest rate on your auto loan.

I see here you are paying a 21%! Rate on a car payment of \$489!?

What kind of car are you paying so much money for!?

Ok well I have some good news. It looks like you may qualify for one of three options.

Option 1: We can help you and your family purchase a 2nd vehicle at a better interest rate and payment than what you currently have.

Option 2: We can help you pay off this vehicle and trade it in for a nicer/newer one at a better payment and better interest rate.

Option 3: We can help you to save a little money on your monthly car payment by refinancing the balance of this loan.

Do any of those options sound like they would be a good fit for you?

TURN THE CALL OR WORK THE APPOINTMENT BASED UPON CUSTOMERS RESPONSE.

# PART 3B/4: COLD CALL & EMAIL CONT.

Thursday, June 1, 2023 at 2:30:15 PM Pacific Daylight Time

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**Date:** Thursday, June 1, 2023 at 2:30:15 PM Pacific Daylight Time

**From:** kelly@lendward.com

**To:** John H. Doe

Hi John,

We sent you an offer of credit through the mail the other day. I see that you are currently paying roughly an interest rate of 10.06% on your monthly car payment of approximately \$389.00. We feel that because of your current credit score and current interest rate, you have the best opportunity to save the most money by either refinancing your current vehicle or by trading your current vehicle in for a new vehicle at ABC Motor Group. Your interest rate is considered too high for your current credit score and we would like to assist.

We work with ABC Motor Group Chrysler Dodge Jeep Ram located at 1234 Main Street, Anytown, US, 12345. You can contact them directly and let them know you are working with Lendward to trade-in or contact us directly below to begin the process of refinancing.

I am personally interested in speaking with you about your options. In order to begin the process, you can do one of 4 things:

1. Call Me at (800) 391-9310
2. Log on to [www.lendward.com](http://www.lendward.com)
3. Email me at [bdc@lendward.com](mailto:bdc@lendward.com)
4. Contact ABC Motor Group Chrysler Dodge Jeep Ram

I am extremely eager to speak with you about your options to help you save money. When you respond please use the customer number that has been assigned to your file. That number is:

1G04-P4KR5

I sincerely hope you take advantage of the opportunity I am providing. I understand that you may be slightly skeptical about whether or not we can help you. Please Google us or check out our Facebook Page to see the thousands of positive reviews we have from customers across the country we have helped.

[www.facebook.com/Lendward](http://www.facebook.com/Lendward)

You have worked hard to keep your credit in good standing and deserve this chance.

Warm Regards,

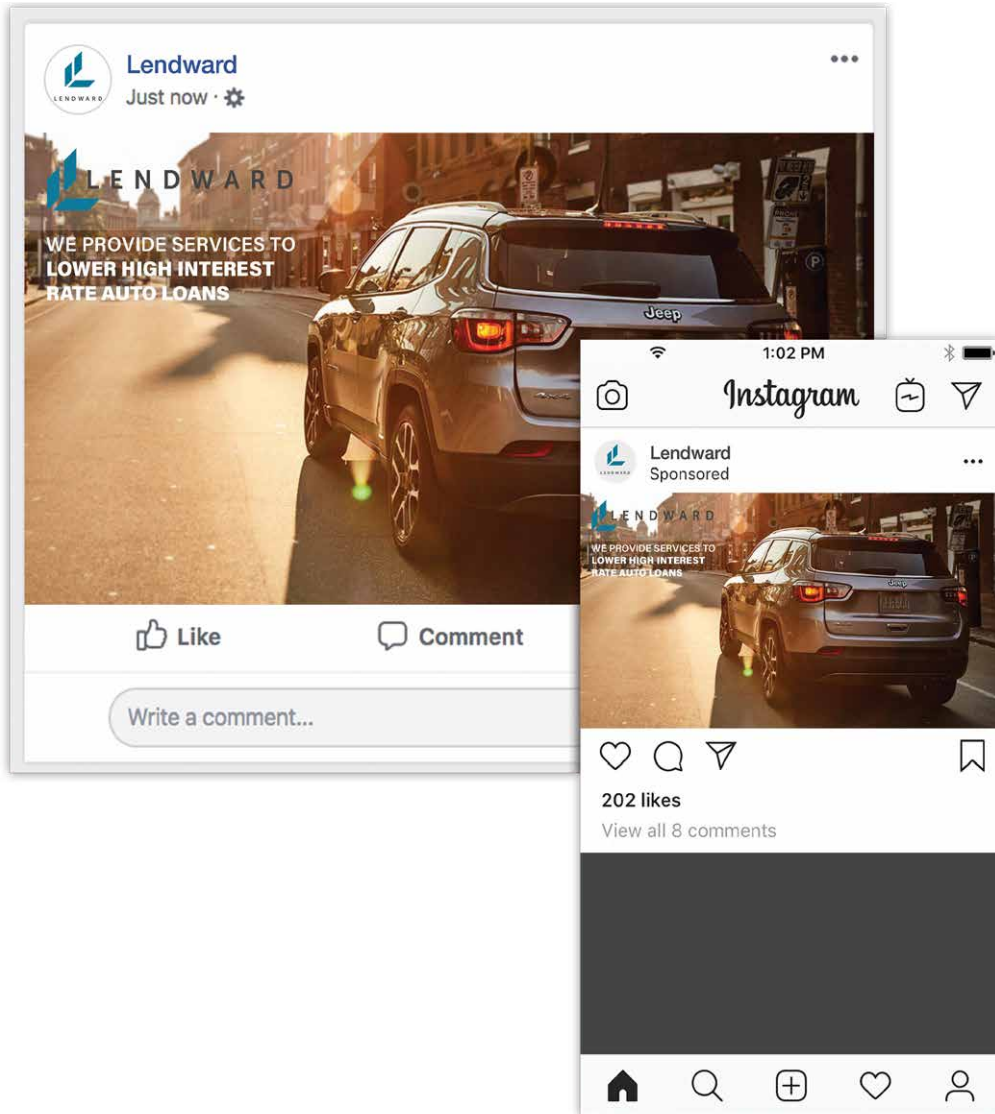
Kelly Johnson  
Customer Relationship V.P.  
Lendward  
Phone: (800) 391-9310  
Email: [bdc@lendward.com](mailto:bdc@lendward.com)

# PART 5: SOCIAL MEDIA



## SOCIAL MEDIA ADVERTISING

Facebook allows us to display advertisements on Instagram and Facebook profiles to 50-70% of the customers mailed to throughout the 45 day event.





# Lendward's Professional IN-HOUSE BDC

(BUSINESS DEVELOPMENT CENTER)



BDC will set customer appointments on behalf of the dealership



BDC professionals convert customers to appointments via phone call, email, text message, and social media marketing



Call scripts customized to your dealership and campaign

Lendward's professional In-House BDC will set customer appointments on behalf of the dealership for the duration of the 45 day campaign. Once the customer receives the initial mail piece, they will reach out to Lendward representatives to inquire about the offer. Utilizing the personalized customer code on the mailer, the representative will pull up and verify the customer's account in the CRM system.

The representative will now begin to build rapport with the customer while simultaneously completing the full credit application in the CRM system. Lendward representatives obtain information such as that of the vehicle, the current auto loan, date of birth, social security number, and employment. Additionally, the representative will gain the customer's consent to run credit.

At this point, the representative will educate the customer on the benefits of trading in their vehicle and purchasing a newer vehicle versus a refinance. Our main goal at Lendward is to persuade the customer to commit to meeting with the dealership, whether that be virtually or in person. Our BDC representatives are extensively trained on how to overcome customer objections in order to encourage the customer to purchase from your dealership.

In addition to working with the customers that respond to Lendward's mail piece, our BDC works the customers that have not yet responded. We contact these customers via phone call, email, text message, and social media marketing. Our representatives use a personalized approach for communicating with these customers, as opposed to common cold call-like strategies. By personalizing our approach, taking the time to build rapport, and essentially gaining the customer's trust, we get a huge response; Our dealership partners notice an increase in their sales. Not only are these customers walking into the dealership prepared to purchase, but the staff at the dealership already knows the necessary details about this customer because of Lendward.