



Turn your Service into a Auto Sales Leads GOLDMINE



Welcome to SERVISELL - Your NextGen Profit Center

Substantial New Unit Sales with Quality Trades

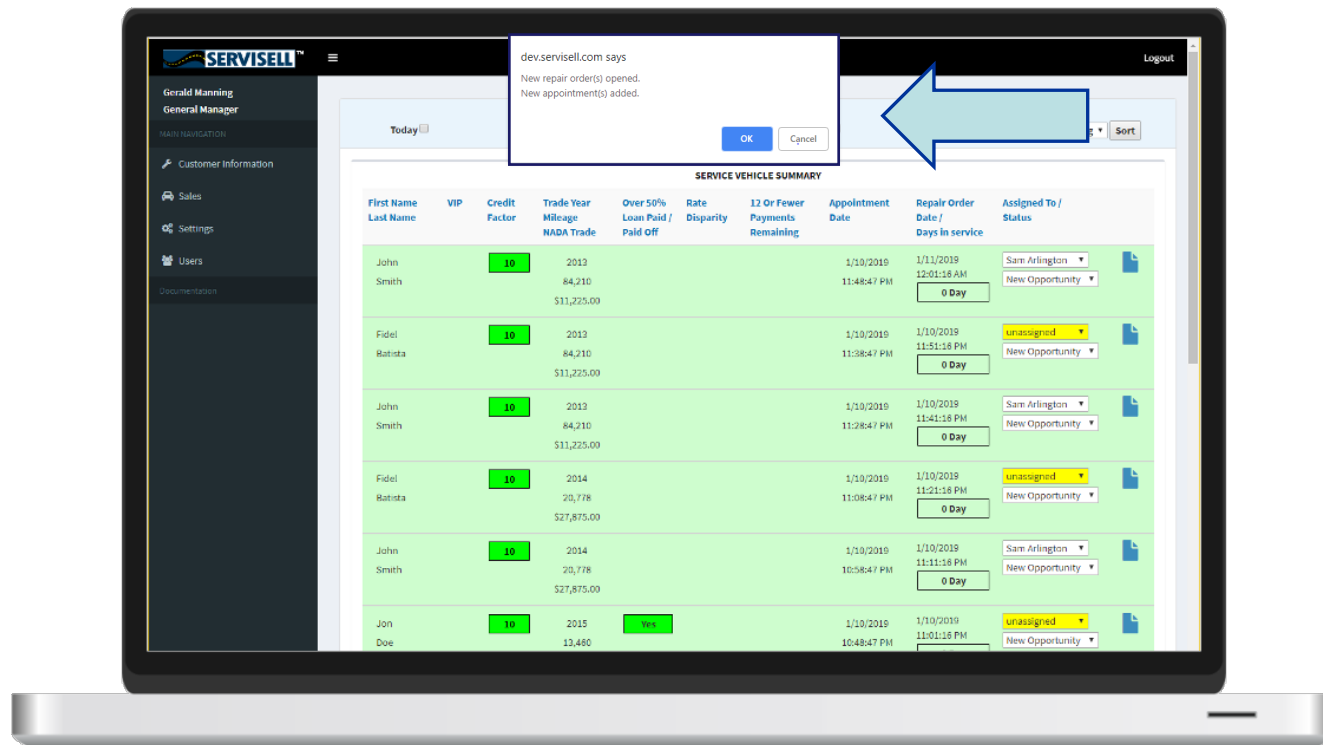
- Leverage Existing Service Traffic
- with Instant Pre-Screen Credit Data
- and NADA Vehicle Data
- to Identify Prime Upgrade Customers
- for a Real-time Call-to-Action
- resulting in a 3% Conversion Average
- and an **Acquisition Cost under \$200 per Unit**

NOBODY ALREADY HAS THIS

WE'RE NOT: DATA MINING
WE'RE NOT: DIRECT MAIL
WE'RE NOT: TRYING TO GET A CUSTOMER BACK IN
THE STORE

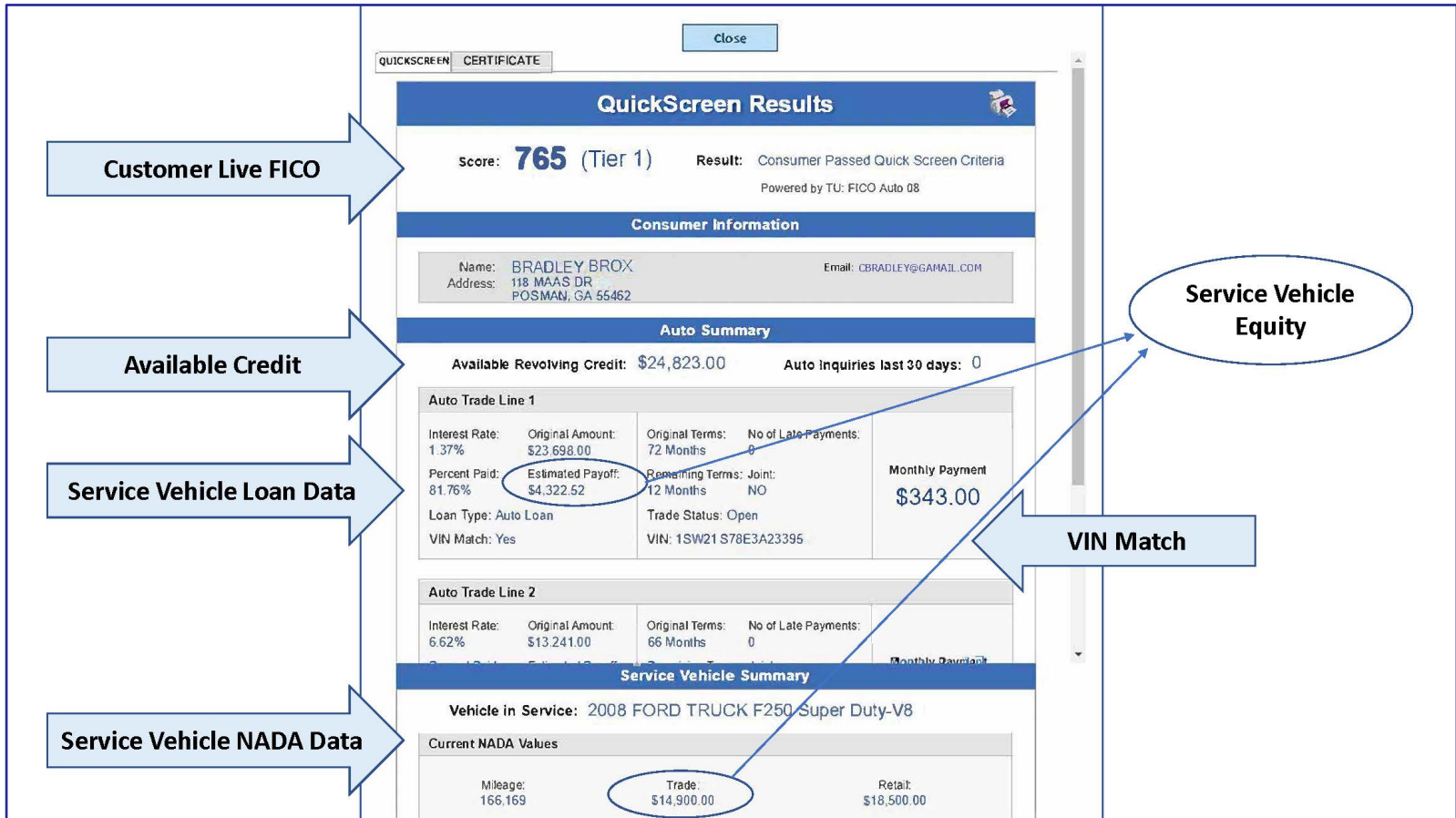
WE are: The ONLY application available that provides:
Live Customer Credit and Vehicle Data
Real-Time Analysis and Selection
Real-Time Call-to-Action

A Vehicle still in the Service Department gives Sales a powerful advantage. Catch the deal before the customer doesn't need to come back.



REAL-TIME SERVICE CUSTOMER CREDIT

Within seconds of a new Repair Order being opened
the Sales Manager gets an Alert



QuickScreen Results

Score: **765** (Tier 1) Result: Consumer Passed Quick Screen Criteria
Powered by TU: FICO Auto 08

Consumer Information

Name: BRADLEY BROX Email: CBRADLEY@GAFMAIL.COM
Address: 118 MAAS DR
POSMAN, GA 55462

Auto Summary

Available Revolving Credit: \$24,823.00 Auto Inquiries last 30 days: 0

Auto Trade Line 1

Interest Rate:	Original Amount:	Original Terms:	No of Late Payments:	Monthly Payment
1.37%	\$23,698.00	72 Months	0	
Percent Paid:	Estimated Payoff:	Remaining Terms:	Joint:	\$343.00
81.76%	\$4,322.52	12 Months	NO	
Loan Type: Auto Loan		Trade Status: Open		
VIN Match: Yes		VIN: 1SW21 S78E3A23395		

Auto Trade Line 2

Interest Rate:	Original Amount:	Original Terms:	No of Late Payments:
6.62%	\$13,241.00	66 Months	0

Service Vehicle Summary

Vehicle in Service: 2008 FORD TRUCK F250 Super Duty-V8

Current NADA Values

Mileage:	Trade:	Retail:
166,169	\$14,900.00	\$18,500.00

**Instantly see the Service Customers Live FICO Score,
Auto Loan Data and Service Vehicle Data**

WE TRACK THE FOLLOWING UPGRADE VIP FACTORS:

1. Customer Credit
2. Service Vehicle Mileage
3. Paid Off Trade
4. 50%+ Paid Auto Loan
5. < 12 Payments Remaining
6. Interest Rate Disparity
7. Recent Auto Inquiries
8. Vehicle Days in Service



Customers that score **three or more Upgrade Factors** will be designated as **UPGRADE VIP Customers**.

One in five VIP Customers is likely to Upgrade their Service Vehicle

DEALER INFORMATION		
Average Number of Repair Orders per Day		50
Number of Days Service is Open		20
Average Auction Fee Paid per Unit		275
EXPENSE ESTIMATE		
SERVISELL Monthly Subscription Fee:	\$1,785.00	
SERVISELL Cost per Soft-Pull:	\$1.95	
Estimated SERVISELL Cost per Month	\$3,345.00	
PROJECTED RESULTS		
Total Repair Orders per Month		1,000
Estimated Records Scored (20% No Hit)		800
Estimated Units Sold per Month (3% of Records Scored)		24
Estimated Number of Trades (50% of Units Sold)		12
COST PER ACQUISITION (CPA)		
2018 NADA Average New Vehicle Cost per Acquisition (CPA):		\$668.00
Estimated Average SERVISELL CPA		\$139.38
Estimated Average SERVISELL CPA (50% Effectiveness)		\$278.75
NADA AVERAGE CPA BREAKEVEN		
Units Required to Equal NADA Average CPA (Breakeven):	5	Units Sold
Estimated Trades at Breakeven Sales:	3	Trades
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Calculations are estimates and are for demonstration purposes only		

PERFORMANCE CALCULATOR - PAGE 2

PERFORMANCE CALCULATOR - PAGE 2			
AUCTION SAVINGS			
		<u>Trades</u>	
Estimated Auction Savings		12	\$3,300.00
Estimated Auction Savings (50% Effectiveness)		6	\$1,650.00
Estimated Auction Savings (Breakeven)		3	\$688.53
COST PER ACQUISITION INCLUDING AUCTION SAVINGS			
Estimated Average CPA With Trades			\$1.88
Estimated Average CPA With Trades (50% Effectiveness)			\$141.25
Estimated Average CPA With Trades (Breakeven)			\$530.50

WHY SERVISELL IS RIGHT FOR YOUR STORE TODAY

Leverage your Existing Service Traffic

Create a New Profit Center

Improve your CSI

Start your Sales Momentum Earlier in the Day

Generate a Substantial % Increase in Unit Sales

Keep Acquisition Cost of under \$200 per Unit

Trades reduce your overall Auction Expense

RUN DEMO

THE BOTTOM LINE

Do what's right for your Customers
Give them the SERVICE they deserve

Do what's right for your Store

- Sell More Units
- Take More Trades
- Reduce Costs

**SERVISELL turns your
Service Drive into a SALES
GOLDMINE!**

