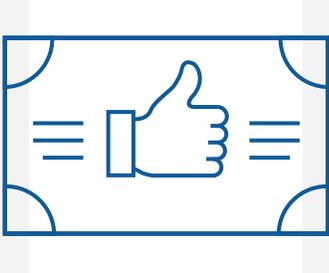


# ARE YOU FINDING THE MOST PROFITABLE DEAL?

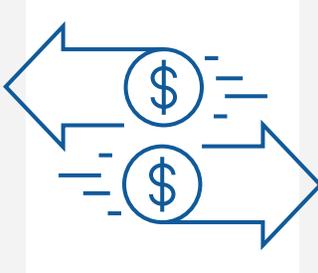
Profit margins on new and used vehicle sales are slimming. A recent NADA study found front-end gross profit as a percentage of vehicle transaction price is 2.48%, or \$808 per car. Those profits are down from 3.61% or \$1,045 per car in 2009.\* It is therefore essential for dealerships to increase profits at every turn in the sales process, while also getting their customers into the right cars.



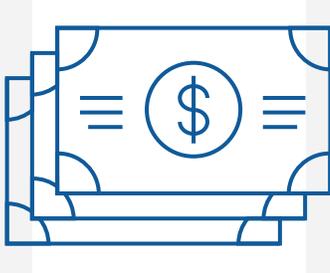
**Increasing profits during the sales process can be difficult. Every deal has to check a lot of boxes, for all parties:**



**FIT YOUR CUSTOMERS'  
VEHICLE & PAYMENT NEEDS**



**APPROVED BY  
YOUR LENDERS**



**MAXIMIZE PROFIT  
FOR YOU**

\*Source: "3 Pollak, D. (2017). Like I See It: Obstacles and Opportunities Shaping The Future of Retail Automotive."

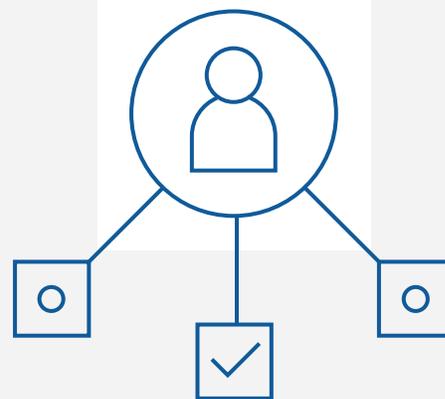
# EASILY MATCH THE BUYER WITH THE RIGHT VEHICLE AND THE RIGHT LENDER.

Most sales teams aren't equipped to analyze and present multiple vehicle and lender options based on profit potential. Using Dealertrack F&I's desking tool, Salesmaker, your dealership is able to structure the most profitable deal, while reducing chargebacks and eliminating hassle.



## You input:

- Inventory type
- Maximum monthly payment
- Out-of-pocket cash
- Credit score



## Salesmaker handles the rest, providing:

- Vehicles in inventory that fit deal parameters
- Lenders in network that will work with the deal
- Age of each vehicle
- Total potential profit for each vehicle
- A guarantee\* on the data so you will never short fund or experience chargebacks

\*Limited Guarantee is a credit on next month's invoice. To claim Limited Guarantee, report an Eligible Error within 24 hours of discovery and submit claim within 30 days of processing vehicle in Salesmaker. See full details, requirements, and limitations [here](#).

That's why it's called Max Profit, and it's only available with Salesmaker on the Dealertrack F&I platform.

**Call the Dealertrack sales team at 888.518.5513.**

**Dealertrack F&I**   
TECHNOLOGY THAT DRIVES YOU.