

# With Dealertrack, Automotive Finance Company decisions deals in less than 2 minutes.



In 2012, the Team Automotive group in Baton Rouge, Louisiana, opened Automotive Finance Company to offer indirect lending to its subprime customers. The small company had to be able to quickly communicate deal decisions to win business, but acquiring an LOS was cost-prohibitive. That's why they signed on for Dealertrack's Credit Application along with Dealertrack's CreditConnection® offering. With this system, they decision deals in less than 2 minutes, easily compete against big finance companies, and have \$7 million in loans on the books, every penny of which was generated through Dealertrack.

The Dealertrack platform is a cost-effective way to speed up the application and approval process without investing in an LOS. It provides an all-in-one system for electronic application submission, 24-hour web-based access, and the ability to pull credit bureaus and communicate funding decisions. Working electronically enables fast decisions, which levels the playing field so Automotive Finance Company can compete and win against big lending companies.

With help from Dealertrack, Team Automotive's jump into indirect auto lending is paying off. "A quick approval from us helps keep the customer in-house," says manager Steve Bickmann. "A deal can be closed within 5 minutes while the customer waits, so we're absolutely winning more deals."



“An all-in-one system and 24-hour access is absolutely earning us more deals.”

**Steve Bickmann**

Manager, Automotive Finance Company  
Baton Rouge, Louisiana

## A fast, efficient process pays off in more business.

When Team Automotive opened Automotive Finance Company in 2012, the dealership brought on Steve Bickmann to manage the business. Having worked with the Dealertrack platform in the past, Steve knew it was a cost-effective way to inject efficiency into the loan process and help the company win more deals. Here's more of their story:

### Winning more deals with anytime, anywhere access.

The Dealertrack platform is completely web-based, so Steve and his team can log on, review and approve applications anywhere and any time. This is a big advantage since Team Automotive dealerships are open until 9 pm during the week, and Saturday is often their busiest day. “I can look at applications online from anywhere,” says Steve. “We don't have to wait until the next business day to make a decision.”

### Decisioning deals in less than 2 minutes.

The Dealertrack platform is an all-in-one system where Steve and his team can access applications, pull credit bureaus, communicate funding decisions, and even include notes for F&I. The resulting jump in efficiency allows them to make and communicate a funding decision in less than 2 minutes. “When I started out in this business, we would have to try and make sense of handwritten applications, hope the fax machine didn't cut off pages, and do all the research by hand. It could take hours,” says Steve. “Dealertrack has cut the process from hours to minutes.”

### Competing with big lenders.

Automotive Finance Company is a small lender, but thanks to the efficiency of the Dealertrack platform it can compete with bigger players. “It's as easy for a dealer to send me an application as to a big lending company,” says Steve. “It speeds up our process so dealers get the same response time as they would from my bigger competitors.”

With Dealertrack's Credit Application and Dealertrack CreditConnection, Automotive Finance Company is fast, efficient, and competitive. Steve doesn't hesitate to recommend the platform to other lenders: “It's a cost effective way to get everything you need so you can make fast decisions and win more deals.”

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