

Dealer Self-Enrollment

Expand your dealer base to grow your indirect lending business.

Using Dealer Self-Enrollment, simply target your choice of more than 22,000 dealers, invite them to get started on your activation process, and after all of your requirements have been met, activate the dealer on your file. Get started doing business with your newly expanded dealer base with ease!

1. Contact your Dealertrack representative and provide guidance on the market segment you are looking to reach.
2. With the Dealertrack team, identify your targeted dealers and create the message you wish to deliver to these new prospects.
3. Begin communicating with the dealer prospects and, after all your documentation is complete, activate your new customers!

Signing up for Dealer Self-Enrollment takes just a few steps:



Learn more about this product.

888.650.7317

dealertrack.com/lendersolutions



Features and Benefits:

- Grow your indirect auto lending business by targeting your choice of more than 22,000 dealers.
- Improve data collection and accuracy in the enrollment process with new dealers.
- Expand your marketing efforts and free up staff time for underwriting and other important processes.