

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!



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

1. Contact your Lender Solutions Specialist 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!

Features and Benefits:



- Make new dealer connections through Dealertrack
- Target new dealers based on your criteria
- No cost opportunity to grow your business