

Lender Referral

Widen your road to more originations and better look to book

Today's car buyers are more price-sensitive and affordability-conscious than ever. With that in mind, many begin their journey by understanding what they can afford—and more than half will start on a lender's website.

Lender Referral leverages the best of direct and indirect workflows to create a profitable direct-to-indirect channel that helps you retain existing loan customers, gain new ones, and mitigate the risk of flipping by the dealership.



88%

car buyers today do some to all steps online*

93%

are willing to apply for financing online*

53%

begin on a lender's website*

*Source: Cox Automotive Car Buyer Journey – 2024

Lender Referral builds upon your Dealertrack integration to create a direct-to-indirect channel that builds your brand value with consumers, strengthens your relationship with dealer partners, and grows your look to book.

Key Features & Benefits:

- YOU pre-approve customers and send them to YOUR choice of dealer partners
- The dealer simply updates YOUR approved credit application and moves straight to contracting
- Safeguards in place discourage deal flipping, so the loan remains with YOU



Expand your originations opportunity and improve look to book with Lender Referral.

[Meet with a Cox Automotive solution strategist today.](#)



The consumer starts on your website.



You provide the consumer with a unique approval ID that they furnish to your selected dealer partner(s) to pull up your pre-approved credit application.



The dealer adds the chosen vehicle to the approved credit application and draws up the final contract.



The dealer and buyer sign all contract documents. The dealer sends contract package to you, the buyer drives off in their newly purchased vehicle.