



SUBPRIME LEADS

High-Volume, Subprime Lead Solutions

First Advantage CREDCO's Lead Prospector Subprime connects you with subprime consumers who want to buy a new or used vehicle. Powered by BarNone, our subprime lead solutions give you flexibility and control of your lead programs, offering Internet tools, call center support, and more. All subprime leads are pre-screened to ensure the quality of your prospects, providing a consistent stream of ready-to-buy customers.

Why BarNone Leads Sell Cars

BarNone's lead collection process begins when a consumer responds to one of our ads, which yields a higher-qualified lead than those who are cold called. Next, we run each consumer through a credit application process and a credit bureau check. An appointment is then set up at your dealership, and finally, follow-up letters are sent to each lead with your dealership information.

Television Lead Generation

Our Maximum Reach Lead Generation System, a television and Internet-based lead collection program, offers a wide range of services from campaign management to appointment setups. And unlike traditional print and TV advertising, our program is entirely measurable from a cost-benefit standpoint.

Internet Lead Generation

As more prospective car buyers rely on the Internet for information, our Internet Lead Generation System can help you capture these tech-savvy consumers, and boost overall car sales. We use an online and email-based system to geographically target your leads, then carefully screen them for duplicates and those with missing or incorrect data. We also provide appointment setting services.

LeadIQ Vehicle Purchase Report

Included free with your leads package, you can conveniently view and print out a LeadIQ Vehicle Purchase Report that summarizes how many consumers bought vehicles from your leads package. It details purchasing data on new and used vehicles by make, and indicates your overall buy rate so you can determine how leads performed in your market.

See More Prospects.

- TV and Internet-based programs create a high volume of qualified leads
- Integrated with Reynolds & Reynolds®, DealerTrack®, RouteOne®, and other dealer sales and finance systems
- Call center services staffed by a live operator - 24/7; technical support available 7 days a week
- Vehicle Purchase Reports automatically included for determining buy rate and marketing ROI
- Conveniently available through our Web-based portal, CREDCOservices.com, for easy access to leads management
- No long-term contracts; flexible pay-per-lead program

