

BUSINESS IQ NEWS LETTER



Raise Your Business IQ with First Advantage CREDCO

YOUR CUSTOMER... OR WOULD-BE THIEF?

As a dealer, the risks you face from identity theft are significant and growing. And unfortunately, auto dealers have become prime targets.

More and more independent and franchise dealerships are relying on sophisticated identity verification tools to protect themselves from losses due to identity theft and fraud.

Every 79 seconds someone's identity is stolen; every two hours one of these identities is used to steal a car.*

So what's really at risk when it comes to identity theft? Plenty. Here are just a few reasons why implementing a comprehensive identity verification program at your dealership is so important.

PROTECT YOUR DEALERSHIP

Losses due to fraud and identity theft are multiplying, and more lenders are

expecting dealers to catch identity thieves before they take possession of a car. If you don't, you could find yourself on the hook for the loan and the missing car.

PROTECT YOUR INTEGRITY

Should your dealership fall victim to fraud or identity theft, news can travel fast – which can significantly weaken your reputation as well as your customers' confidence in doing business with you.

PROTECT YOUR CUSTOMER'S IDENTITY

When it comes to identity theft, you're not the only one at risk. Consumers need to know that their private information is being safeguarded by a dealership they can trust.

Fortunately, you have options to protect your dealership – and your profits – with smart identity verification solutions like BuyerID from First Advantage CREDCO. BuyerID Index is a score-based risk evaluator that is delivered automatically

with the consumer's credit report. BuyerID Advanced – available through CREDCO's dealer portal, CREDCOServices.com – delivers a more comprehensive and systematic ID verification solution.

Both are designed to help car dealers prevent identity fraud and vehicle theft, and the associated losses before they happen.

It pays to know who your real customers are. To learn more, please call First Advantage CREDCO today at (800) 694-1414.

TRADESHOWS

We will be exhibiting at the following tradeshows this spring – come see us!

NABD BPH Conference: May 14 – 16

Dollar Thrifty Conference: June 3 - 5

NIADA Conference: June 12 - 16

We're at Your Service!

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Looks can be DECEIVING.



Thieves don't always look like thieves. In fact, they can look like just about anyone. Protect your dealership and your profits, by getting to know who your real customers are.

**BuyerID Index • BuyerID Advanced • BuyerID Alert
Smart ID Verification Solutions**

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* Source: Federal Trade Commission, National State Trends in Fraud and ID Theft, February 1, 2005. If you have received this fax in error or would like to be removed from our fax list, please call (877) 323-5522. Please note that by removing your company from our fax list, you may not receive important customer notifications.