

## Carloan.com Client Success Story



AutoDrive1 - Bridgewater



AutoDrive1 - Natick

### Company Background:

AutoDrive1 is a family-owned and -operated business in Bridgewater and Natick, MA that specializes in connecting buyers with the right car and the right loan, regardless of their credit history.

### Challenge:

Due to the recent credit crunch, Joe DiBiasio, the dealer principal and founder of AutoDrive1, needed a way to meet the demand for qualified credit applications for his lending partners. He recognized an expanding opportunity due to the downturn – more consumers were experiencing drops in their credit ratings that made it more difficult to get financing in the “subprime” category, AutoDrive1’s specialty. To get a hold of high-quality auto finance leads, DiBiasio decided to hire a third party auto finance lead provider. Sub-par leads, weak back-end tools, and poor support caused DiBiasio to sign and then drop eight different lead providers. This experience led DiBiasio to believe that a lead provider should not only supply validated leads, but filter leads by location and income.

### Solution:

Eventually, DiBiasio decided to give Carloan.com a try. With features such as secure delivery of personal consumer information, advanced reporting tools, and lender integration, Carloan.com stood out from the start. Even better than all the useful tools, however, was the quality of financial auto leads that came to AutoDrive1 from Carloan.com. These prospects had a higher show rate at the dealership and more easily turned into sales. In addition, with the integrated lead management (ILM) system DOLLAR from Carloan.com, AutoDrive1 was able to organize and track those leads from receipt to sale.

### Carloan.com products selected:

- Carloan.com auto finance leads
- DOLLAR for internet lead management

**About Carloan.com:**

Since 1989, Carloan.com has been helping dealers nationwide SELL MORE CARS!® through special finance lead generation and management solutions.

Carloan.com is the automotive finance brand of Interactive Financial Marketing Group, the Dominion Dealer Solutions brand dedicated to lead generation, validation, and management services.

For more information, visit their dealer Web site, [www.carloanco.com](http://www.carloanco.com), email [dealerinfo@carloanco.com](mailto:dealerinfo@carloanco.com) or call (888) 888-7227.

**Results:**

In the end, DiBiasio used DOLLAR to restructure the entire dealership business, with staff members using it to organize their work on a daily basis. With the system and leads that Carloan.com supplied, DiBiasio saw impressive increase in cars sold, resulting in:

- conversion to sale of 15%
- ROI of nearly 20:1

Given these phenomenal results, DiBiasio has partnered with Carloan.com for the long haul. With personalized service from their Carloan.com rep, advanced reporting tools, useful features, and high-quality auto finance leads, Carloan.com has transformed the way AutoDrive1 does business.

Joe himself puts it best: "They really care about my business. And for the dealer that knows how to handle these leads, Carloan.com is the best to do business with. They truly turn leads into money – it's the best form of advertising you could do in our business."

***Streamlining your business so you can SELL MORE CARS!®***

Experts in Special Finance Lead Generation Since 1989!™

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