

product / solution: equityfinder

onecommand®



Benefits of EquityFinder:

Increase Repeat & Referral Business

Give the customer the unexpected surprise of owning a new vehicle and they will be more likely to return in the future and refer your dealership.

Improve Owner Loyalty & Satisfaction

It is 7X easier to retain a customer than to earn a new one. Demonstrate to your customers the value of doing business with you by helping them get into a new vehicle right now.

Reduce Expenses

Blanket sales campaigns are expensive and deliver little measurable ROI. EquityFinder targets “In Equity” customers & delivers guaranteed ROI.

Increase Closing Ratios

Your dealership can increase closing ratios by up to 70% by delivering targeted marketing campaigns with clear incentives.

“Using EquityFinder, our dealership sold 20 cars in 15 days to customers who came in with an “In Equity” letter. The campaign was seamless to deliver and took little time or effort from our staff. Our customers appreciated that there were no gimmicks and the offer was very straightforward. Because of that, I believe, customers had a better experience with our dealership and will return again in the future.”

Scott Rossi - General Manager
Hudson Toyota
Jersey City, NJ

OneCommand's **EquityFinder** leverages advanced analytics and data mining expertise to determine which of your customers are in an “In Equity” position and are ready to buy! This solution integrates your database, manufacturer incentive programs, your immediate business needs, and Black Book values to determine which customers should receive “In Equity” communications. **EquityFinder** uses the data mining results to drive vehicle sales by delivering targeted mailers in conjunction with complementing email follow up campaigns. This multi-channel marketing approach can **increase response rates by up to 51%**.

Campaign execution is simple, and requires little time or effort by dealership personnel. Similar solutions only include vehicle make, model and year on communications, but **EquityFinder** goes the distance by including the customer's current monthly payment and showing that they can get into a new vehicle for the same or lower payment, which increases response rates even more. **EquityFinder** makes the most of your hard won consumer relationships as you help your customers find the hidden gold of positive equity to get them into a new vehicle!

Capitalize On “In Equity” Opportunities

