

# Numbers Don't Lie!

We understand that the most valuable resource at any dealership is a new lead.

NAIDA and NADA stats show that a new lead is 90% likely to purchase a car within 7 Days.



72%

of customers tell their salesperson they are "just looking" at the initial greeting.



71%

of customers say they bought their vehicle because they like, trusted and respected their salesperson.



85%

of consumers say their salesperson DID NOT control the sales process, build any rapport or interviewed their sales person.

The key to success is to stay in front of these hot leads, when they are ready to buy!

90%

**90 Percent** of sales people DO NOT do any follow-up whether the customer purchases or not.

85%

**78 Percent** of customers who visit your dealership buy a vehicle somewhere.

57%

**85 Percent** of customers made up their mind to purchase a vehicle before they left their house.

30%

**38 Percent** of customers purchase within 4 hours of visiting their first dealership.

**57 Percent** of consumers purchase within 3 days of visiting their first dealership.

**90 Percent** of customers purchase within 1 week of visiting their first dealership.

**30 Percent** of customers have a family member who will purchase a vehicle in the next 90 days.

78%

38%

90%



SOLUTION!

We have developed a state of the art method that not only follows up with existing UPs and finds new UPs... *but also triggers these customers to seek you out for your services.*

**Our product, UpRecycler™ Marketing System, will fill the "top of your funnel" with hot car buyers!**

**Our UpRecycler™ Marketing System is specific to Independent Dealers.**

With our UpRecycler™ Marketing System for Independent Car Dealers, your sales team will focus on what they do best – selling cars to people who come on the lot or call in.

**No more wasted time hours on cold calls - those go nowhere!**