



### GRANITE BAY ACCEPTANCE CARD PROGRAM HIGHLIGHTS

- ✓ Innovative credit lead generation service that can help organizations in the automotive industry
- ✓ We utilize a powerful new tracking and customer service tool that delivers proof of performance
- ✓ You will know who is calling, what prompted them to call, when they called, how long they stayed on the line, how the call was handled-and much more
- ✓ Imagine the benefit if you could generate more leads, capture contact information, and allocate your customer service and sales staff more efficiently
- ✓ Proof of Performance to help hold us responsible
- ✓ 24/7 automated phone IVR system
- ✓ 24/7 Business Development Center
- ✓ Appointments set by our Business Development Center
- ✓ Our Auto Marketing data is pulled fresh from the major credit bureaus and then qualified against all of the relevant filters
- ✓ Minimize the wasted time, effort and money you spend on marketing to prospects just to find out that they do not qualify for financing
- ✓ This credit data is not modeled or summarized
- ✓ It fully adheres to the strictest standards of the FCRA (Fair Credit Reporting Act)
- ✓ Since the necessary "Firm Offer of Credit" is made by our lending partner GBAC all of our Dealers remain entirely FCRA compliant

### DIRECT MAIL PERFORMANCE

DEALER	PIECES	CALLS	LEADS	CALLS%	LEADS%
Ford Dealer in NV	7,886	184	151	2.33%	1.91%
Chevrolet Dealer in KT	6,004	135	106	2.25%	1.77%
Chevrolet Dealer in TX	5,004	140	106	2.80%	2.12%
BuickPontGMC in IL	2,504	67	56	2.68%	2.24%
Chrysler Jeep in TX	5,004	119	94	2.38%	1.88%
DodgeChryJeep in FL	5,004	121	90	2.42%	1.80%
Ford Dealer in AR	5,502	159	135	2.89%	2.45%
Toyota Dealer in MN	5,001	111	90	2.22%	1.80%
PontBuickGMC in AL	5,001	130	106	2.60%	2.12%
Ford Dealer in WA	5,002	157	128	3.14%	2.56%
Mitsubishi Dealer in NY	3,751	79	67	2.11%	1.79%
Chrysler Jeep in OH	5,001	98	83	1.96%	1.66%
Hyundai in IN	5,001	111	82	2.22%	1.64%
Chevrolet TX	5,002	123	100	2.46%	2.00%
Mitsubishi Dealer in TN	3,751	69	59	1.84%	1.57%
Nissan Hyun Dealer in CA	5,002	185	130	3.70%	2.60%
Hyundai in AR	5,001	132	104	2.64%	2.08%
Toyota Dealer in AZ	2,501	62	54	2.48%	2.16%
Dodge Dealer in MO	10,002	211	174	2.11%	1.74%
Chrysler Jeep in NM	5,002	94	78	1.88%	1.56%
<b>Total</b>	<b>101,926</b>	<b>2,487</b>	<b>1,993</b>	<b>2.44%</b>	<b>1.96%</b>