

Hartwick Properties

www.hartwickproperties.com/

SherlockLeads

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Sherlock Leads provides high quality, human verified leads to dealerships of all sorts. Our vast assortment of lead programs help car dealers just like you save thousands of dollars every month on their advertising while helping them increase their sales.



It's simple... we have teamed with **Equifax** and **TransUnion** to identify customers in your area that are currently in the market for a vehicle.

How would you like to know ALL of the potential car buyers that are at your competition's dealerships...allowing you to market to them directly and convince them to buy a vehicle from you?

How would you like to know every person that is at a credit union (or free credit website) in your town, checking their credit, for an auto loan?

This data can be sent to you daily for as low as \$2.99 per lead!
(This is extremely powerful, but rough data and requires a degree of filtration)



**Let our team filter
them for you!**

**So, what are the
\$10.00, \$9.00, \$8.00
even \$7.00 leads?**

Our number one service is our phone verified leads!

We take the raw data (as soon as a customer runs a credit inquiry) and do all the telemarketing/marketing for you and your dealership. We can even set appointments for your sales staff, when available! The more leads we produce, **THE LESS YOU PAY!**

We call each number and verify that it is a working phone number.

We filter out the leads that have already purchased, or that have non-working phone numbers.

We ask pre-qualifying sales questions like.... “Do you have a trade?” and “Do you have money down?...etc.

But most importantly... **WE GET THEM EXCITED ABOUT BUYING A CAR!**

This process saves your dealership time and effort and adds to your marketing efforts. (We will market your dealership and services to hundreds, even thousands of customers every month to find the “verified leads” in your area). Your investment now “kills two birds with one stone”... We market to interested customers daily and send you the leads that are gathered from our marketing efforts! **Marketing & Leads with one budget!**

All leads and data can be filtered to your specific requirements (income, credit score, etc).



What other ways can we generate leads?

- Pre-Screened Data**
- Incentive Marketing**
- Direct Mailers**
- Custom Websites**
- Custom Solutions**

We also offer pre-screened auto data... For \$.35 per record

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We also offer direct mail marketing... For \$2.99 per lead!

&

Custom website solutions....Cost per customer basis!

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Custom Dealership Solutions.....?

Each dealership is different and sometimes requires unique solutions. We can mold our campaigns to your specific requirements.

Do you have a unique warranty?...Do you have a credit approval program?...We can tailor our marketing efforts to ensure that the customers in your area are aware of your dealership's strengths! We also have our own, tried and true methods, that we can implement on behalf of your dealership.

Our Pre-screened data

We can search (in your area) for customers that meet your specific, filtered requirements and provide you a list of potential candidates for your marketing efforts.

We can come up with lists (many times numbering in the tens of thousands!) filtered by income, age, credit score, home-owners, etc...as well as our lease and loan selects...

AUTO LOAN SELECTS

Exact Credit Score

Income

Months Remaining on Loan

Monthly Loan Payment

Amount Paid off on Loan

Age of oldest Loan

Age of Most Recent Loan

Term (In Months) of Auto Loan

First Time Buyers

Percent Paid on Loan

Average Age of Auto Trade(In Months)

AUTO LEASE SELECTS

Exact Credit Score

Income

Months Remaining on Lease

Auto Lease Payoff

Age of Oldest Lease

Age of Most recent lease

Term of Auto Lease

Using this data, your dealership can market to the exact prospects, in your area, which may be in the market for a vehicle. **This system is a more efficient use of your marketing budget. No more wasted money and effort on “saturation mailers” that target individuals that will not make potential customers for your dealership!**

Target ONLY the customers that you know will make great customers!

**Information
is
POWER!**



Knowing who is in the market (RIGHT NOW) and who in your area would make a potential customer... is a powerful piece of information, for your dealership, that can create more opportunities for sales....PERIOD!

Our Direct Mail Program: \$2.99/piece

We can use our pre-screened auto data and our information from the credit bureaus, to send a mailer to potential customers in your area. We target your specified demographic, design the mailer, send the pieces first class and customize the marketing efforts... all for \$2.99/mailer!

This is a true, “turn-key” marketing program! You simply send us your logo and any specific marketing incentives/requirements... and we do the rest! The customers can respond to the mailer in many ways... The mailer can have your dealership's contact information, or we can design you a custom website, to filter the potential candidates. **Why Direct Mail you may ask, when email is so much cheaper?** Take a look at these statistics... According to the 2010 DMA Statistical Fact Book, 79% of households read or skim through direct mail they receive. Also, an International Communications Research study found that direct mail recipients were 31% less likely to toss unopened mail than delete unopened emails, and 45% said they found direct mail less intrusive than e-mail advertising.

Incentive Marketing: Adds to Your Campaign!

Visit Our Dealership and Get...



**FREE
GAS CARDS
AND EVEN
FREE
VACATIONS!**

Customers are much more likely to respond to marketing efforts (phone or mailer) if they are given an incentive to visit your dealership.

Imagine being able to market to each customer in your area, on a daily basis, by giving away **FREE GAS CARDS** and even **FREE VACATIONS!**

Customers can receive **cheap gas cards/vacations** just for visiting your dealership and **FREE gas cards/vacation** for purchasing a vehicle from your dealership!

Our incentive marketing option comes FREE with the minimum purchase of 250 phone verified leads/month... or 500 mailers/month!

The gas cards and vacations can be used in your other campaigns as well (unlimited amounts per dealer). It can also be offered for \$179.00/month as a stand-alone service.

Custom Website For Your Dealership!

**Create your own
list of leads from
your own, custom
website!**



Our staff will telemarket each lead at no additional charge!

We have been successful in the past few years, at creating unique leads for our clients by building custom websites. This works specifically well for the sub-prime market, but can be done to suit any requirement.

We can build you a website, to your specific requirements/goals...and call each and every lead (in real time) as the customers visit the site. Our staff is trained to ask pre-qualifying questions and to get the potential customer excited about buying a car!

***Disclaimer...** We do NOT market your website. This must be done by your dealership at your own cost. In the past, we have found that radio and google adwords are efficient ways to drive traffic to your website.

Our team handles the creation of the site, the hosting, the maintenance and the telemarketing/pre-screening. We charge a monthly fee, depending on your specific requirements, and do NOT set a cap on the amount of leads that can be acquired from this method.

If your website produces hundreds.. even thousands of leads...you never pay a cent more than our initial quote!

We earn our clients every month!



**We believe that hard work
and creative thinking
is the key to a successful
lead company!**

**If your budget is \$1000, we will guarantee a minimum
of 100 leads, however, if our methods produce more
in any given month, then the cost per lead decreases!**

(If our methods produce 125 leads, then you have only paid \$8.00 per lead!)

**We are constantly creating more, creative ways to acquire data and to turn that
information into valuable leads for your dealership.**

Feel free to contact us with custom solutions for your dealership.

Adam Hartwick
724-612-5658
HartwickProperties.com

Len Kensey
724-840-2043
SherlockLeads.com