



Subprime

It takes relationships with multiple lending sources to be able to handle a wide range of credit profiles. Working a deal with a 550 credit score, a 650 credit score, and an 800 credit score require different skills. The 550 score needs diligence and creativity to secure financing, a unique set of lenders, and a pay plan that motivates staff to take on these customers. Without these conditions, credit-challenged customers will have to turn to a local lender, your F&I profit will be lost, and the customers could end up buying at a different dealership.

Near Prime

The customer with a 650 score usually doesn't know the differences between auto lenders and recreational lenders and wants a rate similar to what they got when they financed their car. It takes a totally different set of sales skills and lenders to keep this

customer's business. Otherwise, they may be forced to find a loan on their own or may walk away from the sale altogether.

Prime

With an 800 credit score, bank approval isn't the biggest challenge facing an F&I manager. This demanding customer wants a low rate with little cash down and a long-term loan. Again, skill combined with multiple lenders and a totally different profit model will win the day.

**Contact us for a professional and dedicated approach
for all types of credit!**