



Your best sales prospects are right in front of you.

Your dealership's best sales prospects are within easy reach – inside your DealerPeak CRM. Now you can easily unlock the sales potential of your existing customers with our fully integrated equity mining solution. We help you identify and contact, by direct mail and email, all of the customers in your CRM with enough equity to trade out of their current vehicle into a similar new or used vehicle.

Complete CRM integration makes it easy and convenient to identify and contact your customers. Targeting your current customers also lowers your advertising costs while boosting marketing ROI. Finally, a unique customer portal allows customers to browse their specific offers from home and walk into your showroom with a virtually completed deal. Unlock the selling power of your DealerPeak CRM with fully integrated equity mining!

✓ Complete CRM Integration

Perform equity prospecting directly from your CRM. Be up and running fast.

✓ Exact New and Used Quotes

Use the details of an existing deal to structure the best repurchase quotes. Bring in more gross profit with exact quotes for new and used vehicles in your inventory.

✓ Unique Customer Portal

Allow customers to browse from home, adjust deal parameters, and build quotes with equity factored in. Empower the customer to purchase from you!

