



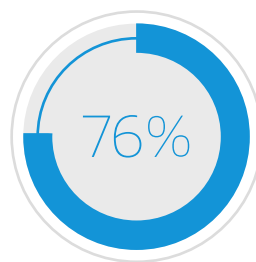
# WHAT IS THE PHONE COSTING YOU?



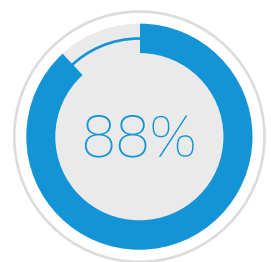
THE AVERAGE GROSS  
PROFIT / UNIT SOLD IS  
\$1,300



DEALERSHIPS  
RECEIVE BETWEEN  
35-200 APPOINTMENT  
OPPORTUNITIES/WEEK



THE AVERAGE  
DEALERSHIP FAILS  
TO REQUEST THE  
APPOINTMENT 76% OF  
THE TIME



WHEN ASKED, 88% OF  
PEOPLE ACCEPT AN  
APPOINTMENT!



A DEALERSHIP DOING NOTHING TO IMPROVE ITS PHONE  
PROCESSES COULD BE COSTING ITSELF AS MUCH AS



\$2.3 MILLION



PER YEAR\*

DEALERS USING CAR WARS TO THE FULLEST EXTENT REQUEST APPOINTMENTS 3X MORE OFTEN

WANT IN? VISIT [CARWARS.COM](http://CARWARS.COM) OR CALL 833-413-3814

*\*Based on 50% show rate and 50% sold rate.*