

neighbor approved dealers

Carfolks.com
Dealer Advocate, Consumer Accurate



Make Your Dealership Stand Out in a Sea of “Me Too” Auto Retailers!

The Evolution of Relationship & Customer Engagement Marketing



Leverage Loyal Customers in Your Marketing and Retain Your Best Employees!

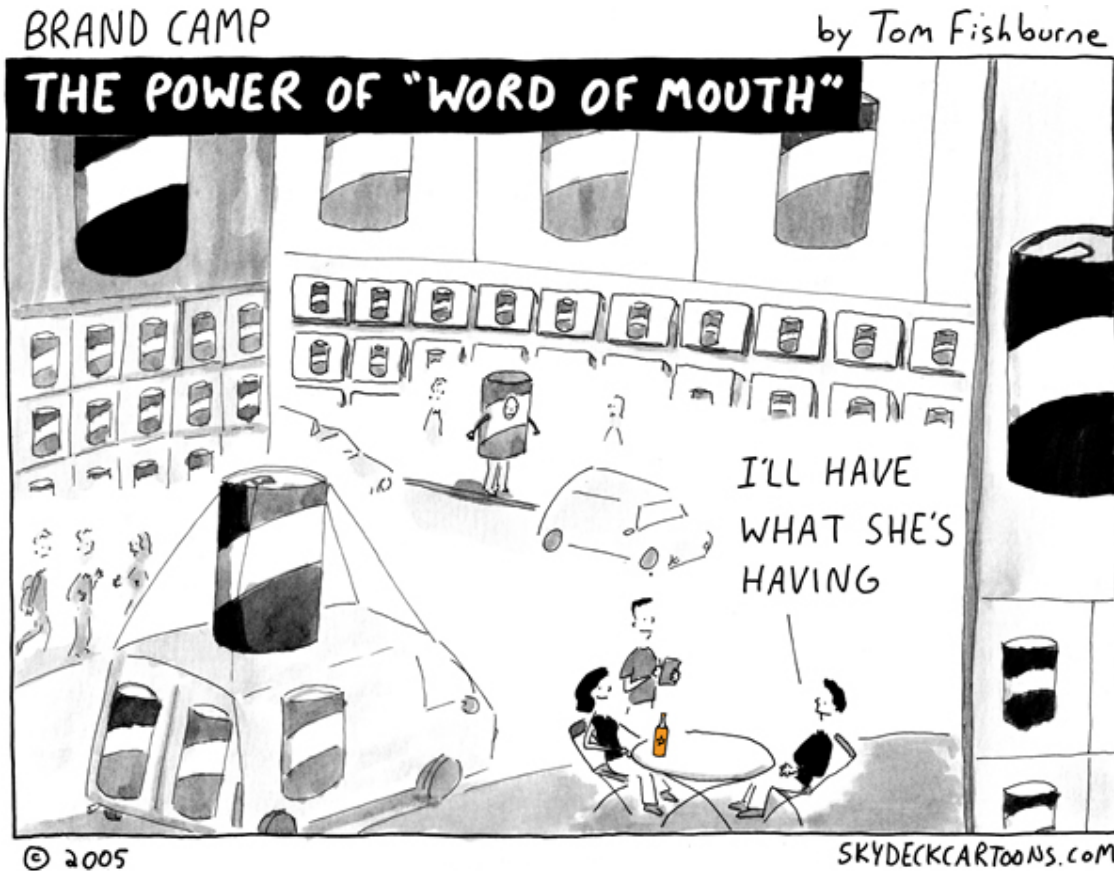
A dealership's success is often based on how its employees treat the customer during every sales and service transaction. A stable, dedicated team means happy and loyal customers. **Carfolks.com puts emphasis on helping you retain your best sales and service staff**, along with a process to cut expenses related to hiring, screening, and training new employees. This can **save most dealerships \$3,000 to \$10,000 a month** based on the volume of their hiring.

Auto Dealers like many businesses today live in a 24/7 online connected world which is challenging from a marketing perspective. Dealers for the most part still rely heavily on price ads to drive business. The problem is consumers have gotten the message from dealers over the years that any dealer will meet or beat any legitimate price. Marketing that is dependent on low price ads means lower gross profits. Your dealership and Carfolks can help change the conversation away from price toward value and buying experience, giving customers a better reason to buy from you.



Carfolks.com offers dealers a powerful “word-of-mouth marketing” solution to differentiate them in the market.

It's About the Relationship



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Most often a dealership's happiest customers are not the transactions with the smallest profit. In fact they are usually some of the largest gross profit transactions. And, these happy customers will tell their friends how great the dealership and staff treated them.

Quite simply "Word of Mouth" is powerful. You can advertise all you want, but like this cartoon shows, a suggestion from a friend will win out over advertising almost every time.

We know that "Word of Mouth" referrals are powerful, but not easy to obtain. You can't call your ad agency and have them buy you \$10,000 of "Word of Mouth" advertising.

"You cannot buy trust at any price. But slowly, over time, you can build it for free."

Jeffery Gitomer

You Win Football Games by Playing Offense And Scoring Points. It's the Same With Your Reputation.



If you have 50 positive reviews about your dealership and you get 3 negative reviews that's not a big deal.

But if you get 3 negative reviews and you don't have 50 positive reviews to offset them, that's a disaster that can cost you dearly.

When it comes to your reputation be sure to play offense!

Carfolks.com

Reputation Marketing | Social Engagement | Employee Retention

Call Carfolks at (216) 712-6712

Our Marketing Program Does 3 Simple Things

- **Highlights your team's performance in sales and service departments**
 - We build a branded page for each sales and service team member to reward and highlight them for their commitment to taking care of dealership customers.
- **Offers social proof your dealership provides a better customer experience than your competitors**
 - Customers share their dealership experiences online in a third party independent site that becomes a branded marketing channel for dealerships .
 - Pages can include videos, contact forms, toll free numbers and links to the dealership and their inventories
- **Provides unique engagement marketing strategies to drive more traffic to your dealership**
 - We've developed unique initiatives for dealers to drive more showroom traffic, connect with prospects and customers, and create more opportunities for vehicle sales.

Customer Reviews Matter!

According to an auto industry research study

69%

of consumers said dealership reviews had an impact on which dealership they visited.

68%

of consumers said dealership reviews helped their vehicle purchase decision. ¹

According to a YouGov survey

8 out of 10

American adults read online reviews before committing to purchase with 79% trusting an online review as much as a personal recommendation.

A 7 percent increase in word of mouth recommendations unlocks **1 percent additional company growth.**

A 2 percent reduction in negative word of mouth **boosts sales growth by 1 percent.** ²

*According to the book *The Ultimate Question: Driving Good Profits and True Growth,**

“A 12 percent increase in Brand Advocacy, on average, generates a 2× increase in revenue growth rate plus boosts market share.” ²

Most customers leave the dealership happy or satisfied, but if dealers don't make it easy for every customer to share their experience, only unhappy customers will post reviews. Carfolks.com makes it easy for everyone to “talk” about the experience.

1. Information from Digital Air Strike research, an independent company and not affiliated with Carfolks.com
2. From the book *The Ultimate Question: Driving Good Profits and True Growth,*



Overview of Reputation Marketing

- Carfolks reviews are accumulated in an automated, transparent and un-manipulated fashion, then posted on the Carfolks.com website where dealerships compile an overall star rating.
- Dealers can quickly respond to negative reviews, resolve issues and get credit online for helping the customer.
- Reviews build quickly so dealers are able to see results in a short period of time
- Reviews can be embedded on the dealer's website, in advertising campaigns, social media channels, and blogs to differentiate the dealership from their competition
- Carfolks provides third party social evidence that a dealership truly delivers a superior customer experience and helps build trust with prospects and customers



Companies with above average positive word of mouth and below average negative word of mouth grow four times as fast as those with below average positive word of mouth and above average negative word of mouth.¹

Participation and use of the Carfolks Neighbor Approved Seal provides consumers with a validated mechanism to make an informed decision on where they want to buy their next vehicle.

1. From the book *The Ultimate Question: Driving Good Profits and True Growth*,

Why should an auto dealer join the Carfolks Neighborhood?

Carfolks.com is designed to validate the customer experience. Our third-party validation process allows every voice to be heard in their very own written word. **The truth is the power behind Carfolks.com and every dealer needs to know the truth to ensure transparency with their customers, employees and prospects.**

Review services that allows dealers to hide, manipulate or delete real reviews adds little to the trust factor and does not help you build strong customer relationships. The Carfolks solution does not impede or conflict with any of a dealer's current advertising or marketing messages and could serve to enhance that messaging and strengthen consumer engagement.

The Carfolks program is for dealers who:

- Want to highlight the best qualities of their dealership
- Want to offer a program that leverages the loyalty of customers in a dynamic fashion
- Want to provide tools that build the online presence of their sales and service team to both give them credit for providing a great customer experience and to make them accountable for every customer interaction
- Want to retain their best sales and service employees
- Want to have real metrics on team members who are performing and those that need remedial coaching
- Want a simple way to push reviews to social media channels like Facebook, Twitter, and Pinterest
- Recognize social media opportunities and desire an automated solution that doesn't cost them thousands a month

What does the program include?

- Dealer branded landing page with **embedded video capability**
- Personal staff pages that leverage content for better Search Engine Optimization, and are capable of being embedded on the dealership website so dealers do not have to maintain multiple staff pages. **This is also a powerful employee retention solution.**
- Validated Independent Reviews which highlight a dealer's superior customer focus
- A simple and automated process that invites customers (sales and service) to share their dealership experience on Carfolks.com, the dealership website, and various social media channels
- Notification to dealership staff if any customer comments do not meet a certain scoring threshold. This allows the staff to quickly contact the customer, resolve issues, and get credit for fixing the problem
- An easy to use control panel to update staff, content and videos
- Dealer Star Ratings which can be leveraged in advertising and marketing initiatives, and on the dealers website to differentiate the dealer from the competition
- An RSS feed of reviews to enhance social media efforts on Facebook, Twitter, and other social channels
- Ability to post a different video on each of the individual pages of their team members, and can easily be changed at any time.
- Ability for dealers to get the LAST WORD on any customer exchange on Carfolks.com

New enhancements, functionality and integration with other vendor services are added regularly. Our program integrates securely with any dealer DMS. Dealers also have the option to send files to us.

There are thousands of great car dealers out there. Carfolks just makes it easier to find them.

Auto buyers are bombarded by television and radio commercials, advertisements, tweets, and social media posts from automotive dealers every day. All this noise makes it difficult for good dealers to stand out in the crowd.

On Carfolks.com we feature auto dealers who truly embrace the customer experience, highlight their sales and service team members, and make it easy for all their customers to share their dealership experience.



While the majority of customers leave a dealership happy, sometimes problems do arise. In the Carfolks neighborhood we help dealers and customers connect and resolve issues. Once resolved, the customer or dealer posts an update highlighting the resolution. This offers social proof the dealer stands behind their products and their people. On Carfolks.com we are proud to highlight "neighbor approved dealers." We invite auto retailers to show their commitment to their customers and employees by joining the Carfolks neighborhood. Visit www.ilovemycustomer.com for more information.

Employee Retention & Personal Branding

- Today auto retailers see more employee turnover than the fast food industry. **On average, 35% to 60% of salespeople turn over on an annual basis, according to the National Automobile Dealers Association and Industry OEM sources.** Recruiters and stats say the average dealership spends between \$3,000 to \$10,000 a month for hiring, recruiting, advertising, screening, licensing, and orientation of new employees. *Wouldn't it be nice to cut out a chunk of these recurring costs?*
- Carfolks.com provides each manager, salesperson, and service advisor their own personal web page on Carfolks.com. These personal pages allows each individual the opportunity to showcase their professionalism, industry awards, their membership in community groups, their families, hobbies, and more. **Those pages also serve to let your team know they are an elemental component of the dealership. This makes the individual a true advocate for their personal brand, the dealership brand, and the brand(s) of the manufacturers that he/ she sells and services.**
- A Maritz survey revealed that 80% of employees look to be rewarded and those who are became stronger advocates for their brand. There is no greater form of reward for any human being than to be respected by their peers.
- **Dealerships with low employee turnover have higher customer loyalty.** High Turnover = High Training Costs. **Preventing the loss of one top sales person per year could save a dealership hundreds of thousands of dollars.**

The screenshot shows a profile for Ray Page, a salesperson at Landers.com. The profile includes a photo, a quality score of 5 stars, and a recent review from James T. dated April 11, 2012, praising Ray's helpfulness and efficiency.

Quality Score
 5 Stars
 1 Review
 Review This Employee

Recent Reviews

James T.
 From 5790CF61D1A6
 Written on: April 11 2012

Overall: Great
 Knowledgeable Staff: Great
 Friendly: Great
 Recommend This Dealer: Yes

Comments:
 This was a first vehicle purchase for our son and Ray was very helpful and friendly. They took care of all the paperwork quickly and had him driving off the lot in his truck with a smile on his face!

Imagine Someday . . .

- There is a simple industry wide standard that measures the performance of auto retailers
- Auto retailers and their marketing programs fully engage prospects
- Car sales people are treated like true professionals
- Car shoppers are not intimidated by the vehicle sales process
- Vehicle buyers enjoy sharing their dealership experience online
- Auto retailers don't rely on Internet search engines to highlight their existence
- The sales pitch changes from "price" to "value and buying experience"
- Automotive advertising "touches" consumers and draws them into the creative message
- Millions of owners become "brand advocates" for the vehicles they drive

Someday has arrived!

We invite you to join the neighborhood.

Carfolks.com

Carfolks.com offers the most comprehensive, cost effective, feature packed solution to show auto shoppers that dealers care about them, their employees, and the customer experience.

Joining the Neighborhood is simple and no long term contracts.

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www.Carfolks.com

Carfolks FAQ Website: www.askcarfolks.com

We adhere to the Cowboy Code: <http://bit.ly/the-cowboycode>

Carfolks launched as a portfolio company of the Great Lakes Innovation and Development Enterprise (GLIDE) (designated an Edison Technology Incubator). GLIDE is located in the Entrepreneurship Innovation Center in Elyria, OH

Rev. 4-17-2017