

# Imagine Someday . . .

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- There is a simple industry wide standard that measures the performance of auto retailers
- Vehicle manufacturers building great cars feel confident that their products are professionally demonstrated at the retail level
- Auto retailers and their marketing programs fully engage prospects
- Car sales people are treated like industry 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 search engines to highlight their existence
- The sales pitch changes from "price" to "value and buying experience"
- Automotive advertising engages and speaks with consumers
- Millions of owners become "brand advocates" for the vehicles they drive

**Someday has arrived!**  
**We invite you to join the neighborhood.**



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