



We asked consumers which vehicle brands they trusted the most. Guess what they said?

We confirmed what you already know; some brands are trusted more than others. Is it fair? NO. Does their preference always represent the better quality product? NO.

How vehicle manufacturers and retailers promote themselves, their people and their brand determines if shoppers trust that brand and helps determine whether they will consider purchasing your product.

If a dealership's brand is tarnished, shoppers aren't putting that store on their "consideration list." On the Internet there are no secrets and dealers trying to hide information are "outed."

While price is important, reputation is playing a bigger role everyday, and if shoppers don't come in to test drive a vehicle, dealers can't sell a vehicle.

Carfolks.com validates a dealership's customer focus and highlights employee performance.

Carfolks.com helps you promote your people, leverage the loyalty of your customers, and establishes your business as a "neighbor approved dealer." If you want to get back on the "consideration list" then let vehicle shoppers know your brand is one they can trust.

Join the Carfolks neighborhood.

Carfolks.com
neighbor approved dealers

Reputation Marketing | Social Engagement | Employee Retention

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Carfolks.com is a dealer advocate marketing service designed to improve the customer buying experience, and enhance the standing of automotive retail sales professionals in the United States and Canada.