

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. Our customer review marketing program helps auto dealers restore, build and solidify the trust consumers want. On Carfolks, transparency rules the day. Shoppers get a real picture of how dealerships perform.

Carfolks.com helps you promote your people, leverage the loyalty of your customers, and establishes an aura of trust as a "neighbor approved dealer." If you want to be back on the buyers "consideration list" then let vehicles shoppers see they can really trust you! 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.