

preferred Dealer[®]
a myAutoloan.com offering

**Why Chase False Leads When You
Can Have Real Customers?**





myAutoloan.com is a
registered trademark
of Horizon Digital
Finance, L.L.C.

About Us

- Established in March 2003
- Operating an Online Direct Lending Marketplace Models
- Providing Customers with up to 4 Direct Loan Offers
- Accepting Applications in 48 states *(not in AK and HI)*
- Empowering Customers with “Same as Cash Buying Power”
- **Now Connecting Customers to Preferred Dealers!**



It's the first, "*pre-approved, check-in-hand, we want what your selling*" auto lead program

Preferred Dealer Program

- National network of quality car dealers ready to gain new, real time, ready-to-buy customers
- Highly qualified intent driven customers routed to you based on specific types of vehicles they are interested in buying.
- Portion of our customers will be approved with a check-in-hand
- Customers only sold **ONE** time to an exclusive Preferred Dealer
- No dupes, no fakes... "***REAL LENDERS – REAL LOANS – REAL CUSTOMERS®***"





We maintain *top rankings among the leading search engines* to generate serious, in-market customers

Our Network






Customers complete a credit application AND select the type of loan and vehicle they're looking to buy

Credit App & Vehicle Select

Primary Information

First Name: Last Name:
 Address: City: State: Zip:

Personal Information

Email:
 Confirm Email:
 Time at Residence: Year(s) Month(s)
 Residence Type: Rent/Mortgage (Per Month):
 Primary Phone: Ext.:
 Date of Birth:
 Social Security Number:  Secure Connection

Employer Information

Employer:
 Phone: Ext.
 Job Title:
 Employment: Year(s) Month(s)
 Gross Monthly Income (\$):
 Other Income (\$):

Alimony, child support, or separate maintenance income need not be revealed if you do not wish to have it considered as a basis for repaying this obligation

Vehicle Information

Vehicle Type: New Used Undecided

What vehicle makes are you considering? (If undecided, what make is most preferred?)

First Choice: Second Choice:

I Accept By checking the "I Accept" checkbox, you authorize RoadLoans to share your application and related information with a Dealer to help you find the vehicle of your choice.



Opt-in to work with a Preferred Dealer

I Accept

By checking the "I Accept" checkbox, you authorize RoadLoans to share your application and related information with a Dealer to help you find the vehicle of your choice.

Submit Your Application

[I agree to Electronic Documents](#)

I Accept

RoadLoans is dedicated to helping you find vehicle financing. If we are not able to offer you a loan, RoadLoans will try to help by submitting your application to a third party company which may be able to offer or arrange for a direct loan and/or dealer financing. RoadLoans is not responsible for the services provided by these companies or the dealers to whom you are referred. By agreeing to the left, you authorize RoadLoans to share the information in your application to a third party lender or referral company.

I Accept

I certify that all of the statements in this application are true and complete and are made for the purpose of obtaining credit. I have a valid drivers' license and have also read and understand the [Privacy & Legal Statement](#).

By clicking the "Submit Application" button below, you agree to provide and/or authorize RoadLoans and/or lending or affiliate partners to obtain such additional information as we may require, including credit reports, in order to complete the processing of your application, and to release information concerning your credit record and standing with us to consumer reporting agencies and other appropriate entities.

Submit Application

Every customer agrees to work with your dealership to facilitate the purchase of their new vehicle.



Up to 4 loan Offers in Minutes!

Pick the loan offer that is best for you

Real Lenders – Real Loans – Real Time

My Loan Offers

SIDE-BY-SIDE OFFER COMPARISONS

LOAN OFFER FROM:



Loan is valid until:	07/20/2008	07/18/2008	07/20/2008	07/20/2008
Your loan offer is:	\$16082	up to \$17400.00 (max)	\$17400.00 (max)	up to \$16082 (max)
Your approved term:	48 Months	72 Months	54 Months	60 Months
Monthly payment: Based on your maximum Loan Amount: (Note: Your payment will be lower if you borrow less than the maximum amount. Calculators)	\$381.01	\$325.83	\$381.01	\$330.26
Your maximum loan to value :	No Restrictions	110.00%	170.00%	170.00%
Your vehicle's maximum mileage:	No Restrictions	7000 (based on term)	80000 (based on term)	100000 (based on term)
Your vehicle's model year:	No Restrictions	2002 or newer	2003 or newer	2000 or newer
Annual Percentage Rate (APR):	6.45% APR	10.39% APR	8.30% APR	8.54% APR

[LOAN DETAILS](#)

[LOAN DETAILS](#)

[LOAN DETAILS](#)

[LOAN DETAILS](#)



Customer Approved
Email

Notification refers the
customer to the
Preferred Dealer



Dear John,

Now that you've been approved for an auto loan we would like to help you find the car you're looking for. myAutoloan.com has a network of franchised automobile dealerships, Preferred Dealers that excel in customer service and will work hard for your business. They understand you've been approved for financing and there is no need for you to complete another loan application that may affect your credit.

Simply **present Bill Thompson at Dallas Ford with your loan kit** from your select lender. Bill will help locate the car you're looking for and work to make your auto purchase a relaxed and enjoyable experience.

Your Preferred Dealer is:

Dallas Ford
123 W Main Street
Dallas, TX 75201
Bill Thompson
214-365-1234
bthompson@dallasford.com

myAutoloan.com
Customer Service



Dealer Approved
Email

Notification gives the Preferred Dealer the customers contact information



The following customer has been ***Approved** for a loan through the Preferred Dealer Program and should arrive at your dealership with a RoadLoans Check in hand.

Customer information:

First Name: John
Last Name: Smith
Address: 5255 Crown Point Dr. Apt. B
City: Dallas
State: TX
Zip: 75201
Home #: (214) 439-1388
Cell #: (214) 655-3311
Work #: (972) 268-4327
Email: smith317@yahoo.com

*This approved customer lead is presented to you and your dealership under the terms and conditions of our dealer agreement. As such you've agreed to accept the customers desire to use the lenders funding as presented. If for any reason the lenders approval terms and conditions need adjustment please contract the lender directly at the contact number listed in the funding check or package that the customer presents to you. If you have any questions concerning the RoadLoans loan approval, terms and/or stipulations please contact:

RoadLoans
Loan Specialists
Phone Toll Free: 1-888-276-7202
Fax Toll Free: 1-877-766-4304
Loan Specialists Hours: Monday-Friday, 7am-7pm
Saturday, 8:30am-4pm CST
loanhelp@roadloans.com

Thank you for your Business!



Customer receives 2 party check overnight!

Loan terms included in packet

Check in Hand

JOHN SMITH BARBARA SMITH 5255 CROWN POINT DR. APT B DALLAS, TX 75201	myAutoloan [™] 13541034 .com	myAutoloan Check No. 0001420744 DATE: _____ VOID AFTER: 08/07/2008 88-88/1113
Pay To The Order Of		\$ <input type="text"/>
TO BE MADE PAYABLE TO A FRANCHISED DEALERSHIP		
NOT VALID FOR LESS THAN \$7,500.00 OR MORE THAN \$25,000.00		
JP MORGAN CHASE BANK, N.A. For Inquiries Call 1-800-457-7191		_____ JOHN SMITH _____ BARBARA SMITH
NOTE: By signing and negotiating this check you become bound by the Note & Security Agreement delivered to you by myAutoloan and bearing the above check number. The following Funding Requirements must be met in order for the draft to be honored.		
⑆000067894⑆ 123456789 0145 ⑆0000029545⑆		

EXAMPLE: THE LOAN TERMS

Maximum Loan Amount:	\$25,000.00	Minimum Loan Amount:	\$7,500.00
Loan term:	72 months	Loan Term:	72 months
APR:	9.39%	APR:	9.39%
Down Payment Required:	\$0.00	Down Payment Required:	\$0.00
Appx. Monthly Payment:	\$455.55	Appx. Monthly Payment:	\$136.67

Loan Type: Simple Interest with no prepayment penalty
 Check Good Through: 08/07/2008

Your final monthly payment will be based on the actual amount that you write the check.



Dealer Sub-Prime Auto Lead Email

Notification gives the Preferred Dealer the customers contact information

Access customers complete credit application using preferred dealer login at:
www.preferred-dealer.net



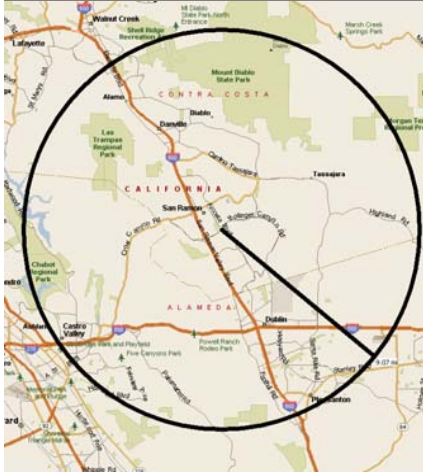
The following customer is a **Sub-Prime Auto Lead** from myAutoloan.com. You can view the complete credit application using your dealer login at www.preferred-dealer.net.

Customer information:

First Name: John
Last Name: Smith
Address: 5255 Crown Point Dr. Apt. B
City: Dallas
State: TX
Zip: 75201
Home #: (214) 439-1388
Cell #: (214) 655-3311
Work #: (972) 268-4327
Email: smith317@yahoo.com

Thank you for your business!

myAutoloan.com
dealer.services@myautoloan.com



Regulate Lead Flow
 Ability to change
 monthly, weekly or
 daily

Customize your Program

How many customer leads do you want?

- Mile radius = recommended 20 miles, geo-target, zip, county, etc.
- Minimum income = recommended \$1,500

Vehicle Class Selection:

- New, used and undecided
- Import, domestic, and/or all

ALL Imports	<input type="checkbox"/> New	<input type="checkbox"/> Used		ALL Domestics	<input type="checkbox"/> New	<input type="checkbox"/> Used	
Import Class 1	<input type="checkbox"/> New	<input type="checkbox"/> Used		Domestic Class 1	<input type="checkbox"/> New	<input type="checkbox"/> Used	
	HONDA NISSAN TOYOTA / SCION HYUNDAI ISUZU KIA	MAZDA MITSUBISHI SUBARU SUZUKI UNDECIDED			CHEVROLET CHRYSLER DODGE FORD / MERCURY BUICK JEEP PONTIAC SATURN UNDECIDED		
Import Class 2	<input type="checkbox"/> New	<input type="checkbox"/> Used		Domestic Class 2	<input type="checkbox"/> New	<input type="checkbox"/> Used	
	ACURA AUDI BMW / MINI ININITI LEXUS MERCEDES UNDECIDED				CADILLAC LINCOLN UNDECIDED		
Import Class 3	<input type="checkbox"/> New	<input type="checkbox"/> Used		Domestic Class 3	<input type="checkbox"/> New	<input type="checkbox"/> Used	
	JAGUAR LAND ROVER SAAB VOLVO VW UNDECIDED				GMC HUMMER UNDECIDED		

Why chase false leads when you can have real customers?

- They completed an extensive credit application
- They were APPROVED for a loan with flying colors
- They're holding purchase CHECKS from a direct lender of their choice
- How they just want cars
- Do you need their contact info?

Become a Preferred Dealer Today!

Our Approved Customers arrive with financing in place and check-in-hand. Now all you have to do is put them in the driver's seat.



Find Out More!

Dealer Sign Up

Sign Up NOW!

Delivering 2 Types of Leads!

- 1) Approved Customer Leads
 - Check-in-hand
 - Buying Now!
 - 48 States
 - Exclusive Territories
- 2) Subprime Auto Finance Leads
 - Validated & verified through PreferredLead Technology

Current Dealers

Dealer Log In

Our Network

WEB-BASED

Access customer leads from any computer anytime

Complete CRM functionality

Login at:
www.preferred-dealer.net

Preferred Dealer System

Dallas Ford
[Logout](#)

Lead Reports

- [All Leads](#)
- [Leads by Zip](#)
- [Leads by Dealer](#)
- [Leads by State](#)
- [Leads by Make](#)
- [Leads by Type](#)
- [Leads by Cap](#)
- [Monthly Invoices](#)

- [Dealers by Zip](#)
- [Dealers by State](#)
- [Dealers by Make](#)

Dealership Administration

- [Add New Dealer](#)
- [Edit Existing Dealer](#)
- [Pending Dealer\(s\)](#)

Agent Administration

- [Edit Existing Agent](#)

Agent Reports - Leads by Dealer Print

Select a date range:

Date	SRC	Name	Contact Info	Address	Make	LT
8/6/2008 6:05:45 PM	MAL	Anthony Bolden	Home: (951)775-4505 Work: (951)775-4505 anbol@tmail.com	27612 Desert Gold Ct Murrieta, CA 92562	CHEVROLET TRUCK	BQ
8/7/2008 4:16:20 PM	MAL	Judie Grimes	Home: (951)845-3455 Work: (951)845-3455 ldygem15@aol.com	8985 Whispering Pines Rd Beaumont, CA 92223	UNDECIDED	A
8/7/2008 11:45:33 AM	RoadLoans	jeffrey rider	Home: (951)491-5194 Work: (619)544-8871 jmatr64@yahoo.com	27315 jefferson ave j11 temecula, CA 92590	FORD TRUCK	BA
8/7/2008 12:45:45 PM	RoadLoans	Amy Campos	Home: (951)681-5121 Work: (909)605-0152 amy.campos@kraft.com	5642 Serenity Place, Unit A Mira Loma, CA 91752	MINI	UA
8/7/2008 4:55:02 PM	MAL	Akilah Rayford	Home: (424)702-8461 Work: (424)702-8461 prettypluseyez@yahoo.com	5771 Sky Meadow St Riverside, CA 92509	UNDECIDED	Q
8/7/2008 5:35:07 PM	RoadLoans	Christina Herrera	Home: (760)361-3157 Work: (760)228-5282 Tortina83@Verizon.net	5557 CHIA AVE Twentynine Palms, CA 92277	HYUNDAI	BA



NO sign up fee

NO monthly fee

NO up front \$\$

Annual or Month-to-month Dealer Agreement

Invoiced at the last day of the month for only the customers you receive

Pricing

Approved Customers

- Pre-arranged financing (Check-in-hand)
- Buying Now!
- 48 States (*not in AK and HI*)
- Exclusive territories by manufacturer brand, new and/or used, county and/or zip code

These customers applied at our website and are already **APPROVED!** They are holding purchase checks from a direct lender of their choice and are ready to buy now - All you have to do is put them in the drivers seat!

Sub-Prime Auto Finance Customers

- Real time customers
- Motivated and wanting to buy now!
- Validated & verified through a patent pending Preferred Placement Technology™

These leads are the highest quality, rigorously scrubbed auto leads generated from the major search engines, branded websites, organic listings and select partners delivered right to your dealership. No dupes, no fakes...real time, real customers.

Only **\$25.00** per customer lead

Payment Options:





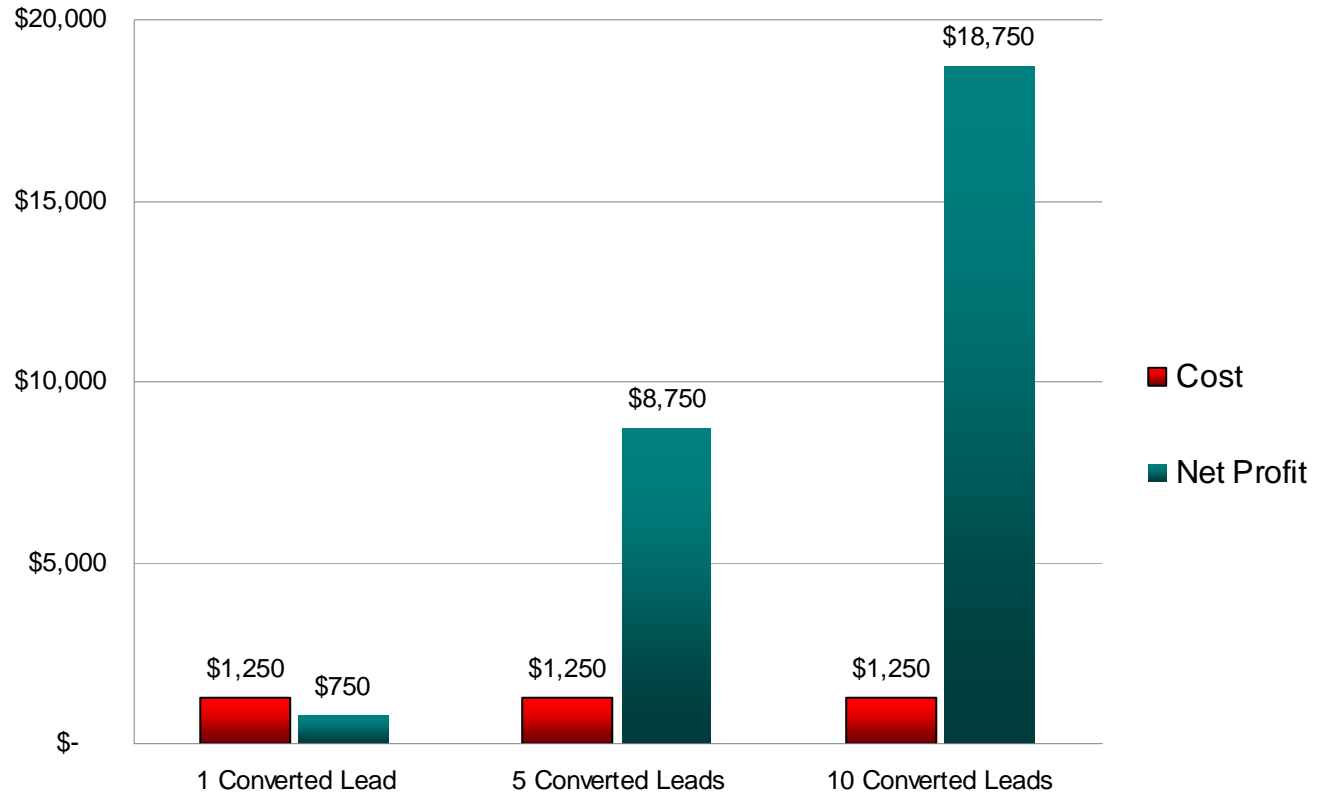
Profit:

EXAMPLE:

Cost per Lead.....\$25
 No. of Leads Requested50
 Dealer Cost.....\$1250
 Dealer Avg. Gross
 Profit Per Unit.....\$2000

“One” converted lead pays for the entire month!

Profit Scenarios





Contact us to choose your spot on our exclusive Preferred Dealer Network and start getting these customers today!



“REAL LENDERS – REAL LOANS – REAL TIME®”

Sign Up NOW!

5005 W. Royal Lane, Suite 209 Irving, TX 75063
www.preferred-dealer.net