

## Westlake Lead Program

### FAQ | Frequently Asked Questions

**1. What is the Westlake Lead Program?**

The Westlake Lead Program is designed to match top paying customers, actively searching for their next vehicle, to your inventory.

**2. What is cost associated with the Westlake Lead Program?**

The program is completely FREE.

**3. Do all dealers qualify?**

The following criteria must be met:

- i. Active Westlake dealer
- ii. Dealer Grade equal or greater than B
- iii. Funded at least 1-deal in the last 30-days
- iv. DMS system is DealerCenter
- v. Presidential dealerships automatically qualify

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Note: Presidential dealership must use DealerCenter DMS.

**4. What are the benefits of the Westlake Lead Program?**

The Westlake Lead Program provides benefits for both dealerships and customers:

Benefits	
Dealerships	Customers
Ability to upload & showcase inventory on <a href="http://www.westlakefinancial.com">www.westlakefinancial.com</a>	Instant Pre-Qualification without affecting credit
Receive Pre-Qualified leads at no cost	Access to great inventory through <a href="http://www.westlakefinancial.com">www.westlakefinancial.com</a>
Receive Live Test-Drive Appointments	Direct connection to top dealers
Deal with truly interested prospects	Ability to setup a Test-Drive Appointment
All leads include a \$200 - \$500 voucher	\$200 - \$500 voucher that can be used towards the down payment of the vehicle
Increase sales without hiring	Concierge service & guidance throughout the vehicle buying experience

**5. What is a Pre-Qualification?**

A Pre-Qualification is a “soft inquiry” of the customer’s credit, which poses no risk to their credit score. Once the customer is pre-qualified through [www.westlakefinancial.com](http://www.westlakefinancial.com) they may view dealer inventory, select desired vehicle, and view Pre-Qualification details including (Pre-Qualification Amount, Estimated Monthly Payment, Term, APR (Annual Percentage Rate), Cash Down Payment, Dealership Vehicle Price).

## 6. How are leads generated?

Westlake Financial's algorithm identifies when customers are more likely in the market. All consumers are contacted and vetted for level of interest, ensuring a high-quality lead. Qualified customers are given a \$200 - \$500 voucher towards the down payment of their next vehicle.

## 7. How are leads assigned?

Below are the main drivers of lead assignment:

- i. Diverse & quality inventory
- ii. Proximity to customer's place of residence
- iii. Competitive vehicle pricing

## 8. How do sign up?

- i. Visit [www.westlakefinancial.com/additional-services/dealer-lead-program](http://www.westlakefinancial.com/additional-services/dealer-lead-program)
- ii. Download the Westlake Lead Program Agreement
- iii. Email the signed Westlake Lead Program Agreement to [WestlakeLeadProgramOps@westlakefinancial.com](mailto:WestlakeLeadProgramOps@westlakefinancial.com)

Your dealer account will be reviewed within 24-48 hours. Once approved, the Westlake Lead Program functionality will be activated in DealerCenter.

## 9. What DMS system does the dealer need to have?

The dealership needs to be signed up with DealerCenter.

## 10. Now that I'm signed up, what do I do next?

You may upload and set up your inventory settings from DealerCenter. Please refer to **Appendix A: Upload Inventory (Global Settings)** for the step-by-step instructions.

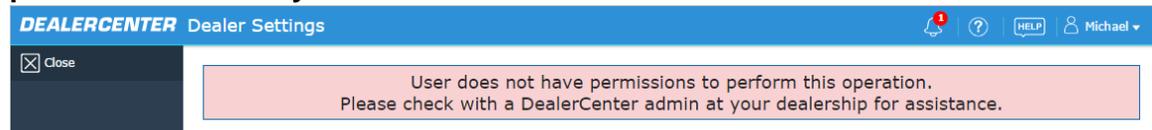
## 11. How do I upload and set up my inventory settings?

Please refer to **Appendix A: Upload Inventory (Global Settings)**.

## 12. I want to sell some of my vehicles at a higher Front Gross or lower Discount. How do I do that?

Please refer to **Appendix B: Set Vehicle Specific Settings**.

## 13. I'm receiving an error when clicking the carmojo Settings link. What DealerCenter permissions does my staff need to have?



Dealer employees must have DealerCenter Admin permissions to set inventory settings. Once an employee becomes an Admin, they are able to set the carmojo Settings— Minimum Front Gross, Limit Discount to (% , \$).

**14. Is all my inventory uploaded once I save my settings?**

Once the Deal Driver Settings have been saved, your entire inventory will be uploaded and viewable by customers within 24 hours to [www.westlakefinancial.com](http://www.westlakefinancial.com).

**15. I received a new Test-Drive Appointment lead in DealerCenter? Am I allowed to contact the customer?**

Yes! You may contact the customer to confirm their desired vehicle and Test-Drive Appointment details. WSLs and its Customer Retention Specialist will also contact the customer and coordinate efforts with you.

**16. The customer is here at the lot with their printed Pre-Qualification. Is the customer automatically approved?**

The customer is NOT Pre-Approved. A credit application and deal still needs to be structured in DealerCenter just like any normal indirect deal.

**17. Is the Pre-Qualification + Voucher a firm offer of credit?**

This is not a firm offer of credit. Please refer to Question #4 for additional details.

**18. How do I apply the voucher to the deal?**

The \$200 - \$500 voucher should be applied towards the customer's down payment. Treat it as "cash down" in the Buy Program software. You must add the \$200 - \$500 as "OTHER DOWNPAYMENT" on the contract. Contact your Westlake Representative for questions.

**19. The customer completed their test drive, and is ready to purchase the vehicle. What are the next steps?**

The deal is treated the same as any other Westlake Financial Services deal.

- i. Collect a signed credit application
- ii. Run an Experian credit report in DealerCenter
- iii. Structure a deal
  - o Pre-check the deal if necessary
  - o All current WFS Program Guidelines apply
- iv. Collect all applicable stips
- v. Print FedEx label & overnight stip package

**20. I've run the customer's credit, but the Pre-Qualification is different from the Westlake approval. Why?**

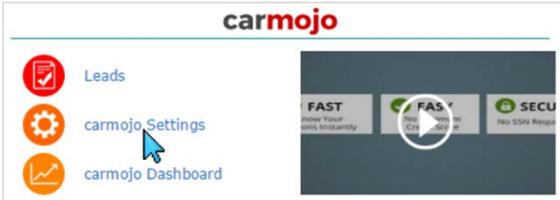
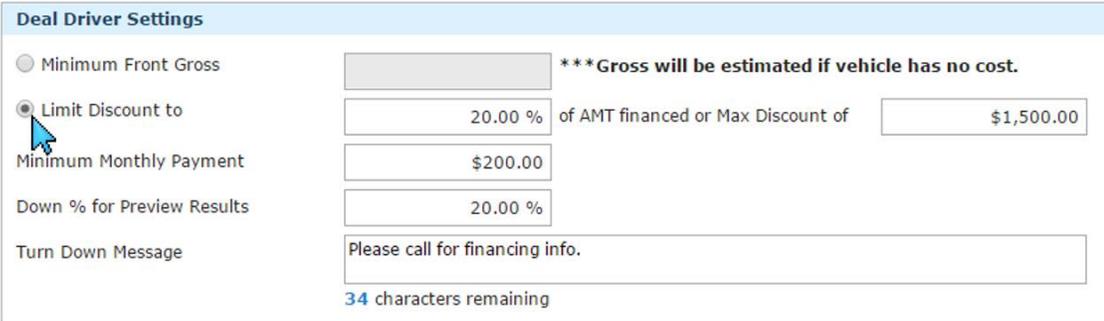
The Pre-Qualification is not a firm offer of credit, and it cannot be used to make a credit decision. Pre-Qual is intended to match consumers to their loan options they MAY qualify for. Changes may occur to customer's credit profile upon running a hard credit pull.

**21. I have a better approval from another lender. What do I do?**

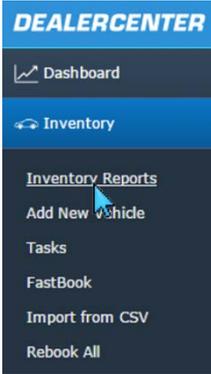
Send the deal to us! Westlake and you recognize the inherent value in you being the recipient of specific leads that have been generated by Westlake. Our objective is to deliver valuable leads that you may turn into motor vehicle sales that you may finance.

## Appendix A: Upload Inventory (Global Settings)

**Note:** The carmojo Settings found on the Home Page of DealerCenter are global, which means that any settings saved will be applied to your entire inventory. If you wish to sell certain vehicles at a specific Dealer Gross or Maximum Discount, please refer to **Appendix B: Set Vehicle Specific Settings**.

Step	Description
1	Login to DealerCenter
2	<p>Click the carmojo Settings link</p> 
3	<p>Set your Deal Driver Settings through one of the following settings:</p> <ul style="list-style-type: none"> <li>• Minimum Front Gross</li> <li>• Limit Discount to             <ul style="list-style-type: none"> <li>○ % of Amount Financed</li> <li>○ Max Discount \$ Amount</li> </ul> </li> </ul> <p><b>Note:</b> The additional fields—Minimum Monthly Payment, Down % for Preview Results, Turn Down Message are carmojo specific settings that do not apply to the Westlake Lead Program.</p> 
4	<p>Click the Save and Close button</p> <p>Once the Deal Driver Settings have been saved, your entire inventory will be uploaded to <a href="http://www.westlakefinancial.com">www.westlakefinancial.com</a>.</p>

**Appendix B: Set Vehicle Specific Settings**

Step	Description																																																						
1	Login to DealerCenter																																																						
2	<p>Click the Inventory tab, and Inventory Reports link</p> 																																																						
3	<p>Select the vehicle you wish to edit</p> <table border="1" data-bbox="310 968 1403 1310"> <thead> <tr> <th>Status</th> <th>Stock #</th> <th>Vin</th> <th>Year</th> <th>Make</th> <th>Model</th> </tr> </thead> <tbody> <tr> <td>IN INVENTORY</td> <td>L49</td> <td>KMH DU4AD4AU947465</td> <td>2010</td> <td>HYUNDAI</td> <td>ELANTRA</td> </tr> <tr> <td>IN INVENTORY</td> <td>T40</td> <td>19XFA1F55AE043662</td> <td>2010</td> <td>HONDA</td> <td>CIVIC</td> </tr> <tr> <td>IN INVENTORY</td> <td>H63</td> <td>3N1BC1AP6AL449336</td> <td>2010</td> <td>NISSAN</td> <td>VERSA</td> </tr> <tr> <td>IN INVENTORY</td> <td>U07</td> <td>5NPEB4AC1CH326509</td> <td>2012</td> <td>HYUNDAI</td> <td>SONATA</td> </tr> <tr> <td>IN INVENTORY</td> <td>O01</td> <td>KNAFU4A2XB5328213</td> <td>2011</td> <td>KIA</td> <td>FORTE</td> </tr> <tr> <td>IN INVENTORY</td> <td>X41</td> <td>KNAGM4A74B5144899</td> <td>2011</td> <td>KIA</td> <td>OPTIMA</td> </tr> <tr> <td>IN INVENTORY</td> <td>G62</td> <td>KNAGG4A85A5441128</td> <td>2010</td> <td>KIA</td> <td>OPTIMA</td> </tr> <tr> <td>IN INVENTORY</td> <td>I61</td> <td>2T1BU4EE1AC388341</td> <td>2010</td> <td>TOYOTA</td> <td>COROLLA</td> </tr> </tbody> </table>	Status	Stock #	Vin	Year	Make	Model	IN INVENTORY	L49	KMH DU4AD4AU947465	2010	HYUNDAI	ELANTRA	IN INVENTORY	T40	19XFA1F55AE043662	2010	HONDA	CIVIC	IN INVENTORY	H63	3N1BC1AP6AL449336	2010	NISSAN	VERSA	IN INVENTORY	U07	5NPEB4AC1CH326509	2012	HYUNDAI	SONATA	IN INVENTORY	O01	KNAFU4A2XB5328213	2011	KIA	FORTE	IN INVENTORY	X41	KNAGM4A74B5144899	2011	KIA	OPTIMA	IN INVENTORY	G62	KNAGG4A85A5441128	2010	KIA	OPTIMA	IN INVENTORY	I61	2T1BU4EE1AC388341	2010	TOYOTA	COROLLA
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## Appendix B: Set Vehicle Specific Settings

Step	Description
4	<p>Click the Online Marketing tab</p>
5	<p>Click the carmojo DealDriver tab, and set up your vehicle through one of the following settings:</p> <ul style="list-style-type: none"> <li>• Minimum Front Gross</li> <li>• Limit Discount to             <ul style="list-style-type: none"> <li>○ % of Amount Financed</li> <li>○ Max Discount \$ Amount</li> </ul> </li> </ul>
6	<p>Click the Save and Close button</p> <p>Once your vehicle deal drivers have been saved, the settings will override the global carmojo Settings created in the previous step.</p>

## Westlake Lead Program Pre-Qual

