

# 9 of 10 Car Shoppers Start Online

## Why you should offer and promote your branded auto shopping website:

- Another beneficial, no-cost service you are providing your Members.
- Members can browse thousands of new and pre-owned vehicles from your branded car shopping website.
- Members can submit no obligation Price Quote Requests with preferred KLA dealerships.
- Your Credit Union is notified when members are shopping.
- Surveys show that 55% of the Members that submit a Price Quote Request came back to the Credit Union as a loan.
- The website offers a tremendous amount of
- Lastly, if you don't offer a comprehensive, Credit Union –friendly online car shopping website, they will use other not-so-friendly websites and be subjected to your competitor's financing offers.