



WhereMembersBuy<sup>™</sup>



WhereMembersBuy is CRIF Select's online inventory advertising solution that connects auto dealers with credit union lenders.

CRIF Select is driving credit union members your way with WhereMembersBuy<sup>™</sup>, a vehicle inventory shopping website made specifically with credit union members in mind. WhereMembersBuy connects local credit union members with your inventory, and is exclusively advertised to credit union members using targeted marketing to drive traffic to the site.

When your dealership signs up for the service, members of partnering credit unions use WhereMembersBuy to:

- Search for new and used vehicles in your inventory
- Request appointments to test drive your vehicles
- Get pre-approved for financing
- Apply for a loan from their credit union

## COST-EFFECTIVE BUSINESS PROCESS OUTSOURCING



### DRIVING CREDIT UNION MEMBERS YOUR WAY

#### Why Credit Unions?

- Credit union members are very loyal to their credit union and receptive to credit union marketing
- Credit union members are a captive audience, spending an average of 10-20 minutes per online account session
- On average, 41 percent of members use their credit union's online banking tools



#### Benefits

WhereMembersBuy boosts your bottom line by:

- Generating exclusive leads for your dealership
- Providing dealer branding on the website
- Improving your closing rate - CRIF Select has tracked a 40 percent close rate on scheduled test drive appointments
- Delivering a cost-effective advertising solution for every vehicle in your inventory
- Giving your customers the convenient tools they need to improve their auto buying experience, encouraging future repeat purchases
- WhereMembersBuy is linked to where members log in to their credit union's online banking system, giving you premium access to members

**CRIF Select delivers solutions for every step in the lending process, saving you time and money. To learn more about WhereMembersBuy or our other products and services, contact us today!**