



WhereMembersBuyTM



WhereMembersBuy is CRIF Select's online inventory advertising solution that connects credit unions and their members to auto dealers.

CRIF Select is driving more auto loans your way with WhereMembersBuyTM, an online auto buying service specifically developed for credit union members. This service bridges the gap between your members and our preferred dealer partners.

From the comfort of their home, members can browse thousands of new and used vehicles, request appointments to test drive vehicles and send a pre-approval or loan application directly to you, their credit union. WhereMembersBuy increases member satisfaction and gives you the ability to be with your members through every step of their auto shopping experience, allowing you more control of your auto loans.

COST-EFFECTIVE BUSINESS PROCESS OUTSOURCING



WhereMembersBuy™

YOUR MEMBERS ARE SHOPPING FOR CARS ON THE INTERNET - MAKE SURE YOU'RE THERE!

Over 95 percent of consumers research vehicles online, and 85 percent begin their car-buying process online. Be there with your members from the very beginning of their search for a new vehicle with WhereMembersBuy from CRIF Select.

How Does it Work?

Through targeted marketing campaigns, your credit union drives members to WhereMembersBuy.com. This website is linked from your credit union's website and carries your institution's branding throughout the auto shopping experience. While on WhereMembersBuy.com, members can shop, compare, research and save vehicles. They can also apply for a pre-approval or loan, and request a test drive at the dealership. WhereMembersBuy gives your credit union the ability to capture more member auto loans. And, our ecommerce solutions allow your staff to easily manage your growing auto loan pipeline.

Benefits

WhereMembersBuy gives credit unions the ability to:

- Capture members where they shop
- Develop and easily manage a direct auto lending pipeline
- Create strategic, targeted marketing campaigns
- Compete with the growing need to provide online auto shopping services
- Ensure your members return to your credit union when financing their next vehicle
- Work with preferred dealerships that are dedicated to supporting the program
- Enhance overall value to dealership partners by increasing ongoing exposure of their vehicle inventory

Optional Modules

CASUAL SALES

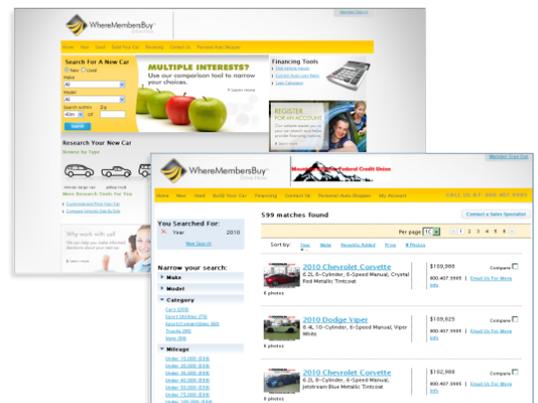
This module allows you to host your members' private party vehicle sales on WhereMembersBuy.com, creating two different types of loan opportunities for your credit union.

REMARKETING

Upload pictures, evaluate and set pricing, and accept member requests for repossessed vehicles posted to WhereMembersBuy.

REFINANCE

Allow your members to submit refinance requests as an alternative to buying a new car or truck.



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!