

Libra Systems Adds DealerSocket Integration

DealerSocket users can take advantage of Libra Systems for non-discriminatory credit checks.

Phoenix, AZ ([PRWEB](#)) July 11, 2016 -- Libra Systems has announced that it has integrated with DealerSocket. The partnership, the company stated, enables a more efficient workflow for users of DealerSocket Dealership Desking that wish to also leverage Libra's advanced credit reading analytics.

Libra's patent-pending Risk-to-Roll software "intelligently" reads credit based on the non-discriminatory credit profile characteristics of each deal to guide users to the most profitable deal structure within APR and advance guidelines. By using Libra, dealers can increase profit potential in a manner that also offers dealers a more comprehensive approach to fair credit compliance.

"I am very pleased to offer this integration to our users," said Jonathan Ord, DealerSocket co-founder and CEO. "For many of our dealers, Libra has become a valuable tool from both a profitability and a compliance standpoint. By making Libra more accessible to our dealers, DealerSocket continues its commitment to provide our customers with innovate new technology."

"Libra does not replace current desking technology or users of that technology, but is intended to help dealers maximize profitability in a legally compliant manner," said Michael Maledon, CEO of Libra Systems. "Libra offers dealers protection by replacing the subjectivity of reading credit with an automated process. And the result is increased speed of the deal, higher front and backend gross profits, and significantly fewer unwinds and resigns."

To learn more about DealerSocket, visit www.dealersocket.com.

To learn more about Libra Systems, visit www.librasys.com, or contact Robin Dukes, Director of Sales, at (305) 934-5599.

About DealerSocket

DealerSocket is a leading automotive technology platform that helps dealerships in the United States, Canada, and Australia improve profitability through a fully integrated suite of marketing, sales, service, customer experience, DMS, websites, data mining, and inventory management solutions. Headquartered in San Clemente, Calif., DealerSocket employs more than 1,000 people, serves more than 10,000 dealerships and 300,000 active users in the United States, Canada, and Australia. DealerSocket's advanced technology provides benchmarking data that paces the industry, and its insightful experts identify trends and develop strategic roadmaps that help dealers optimize processes and operate more profitably. Visit DealerSocket.com for more information.

About Libra Systems

Headquartered in Phoenix, Arizona, Libra Systems develops and supports integrated software solutions that simplify business operations for automotive retailers. Libra's patent-pending Risk-to-Roll software enables dealers to quickly and consistently identify the most profitable deal structure based on the non-discriminatory credit characteristics of each deal. Libra allows dealers to eliminate subjective guesswork that can often result in lost deals, lost profit, funding delays, and claims of discriminatory lending. Visit LibraSys.com for more information.



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