



Dealership Records 50% Increase In Showroom Traffic By Decreasing Overhead

Cleveland, Ohio Dealership Records 50% Increase In Showroom Traffic From Internet Leads By Using yourDealer.net Follow-up Services.

New York, NY ([PRWEB](#)) January 25, 2005 -- Like many dealers today, Bob Serpentini, Ohio's largest Chevrolet Dealer; is continually looking for ways to increase the volume of buyers walking into his showrooms. In 2004, Serpentini Chevrolet of Strongsville realized a fifty percent increase in showroom traffic from their Internet leads.

"We have been working with a number of consultants and training companies trying to increase our Internet performance over the years." States Dealer, Bob Serpentini; "Every dollar we spent on process and training continually failed to produce lasting impact. I started using yourDealer, a company that provides an outsourced Internet Department with guaranteed service levels, and we saw an immediate increase that lasted throughout the year."

yourDealer.net, the only company that provides immediate and ongoing follow-up to Internet leads received by dealerships guarantees their Internet Specialists will provide email and telephone contact with 100% of their clients leads within 20 Minutes. The company, based in New York City has been providing their services since 2003 and specifically focuses on working with Internet customers to quickly engage them and bring them into the showroom to purchase their vehicles.

"Over the past several years, yourDealer has developed a process that has proven successful for dealerships of all types and brands." Reports yourDealer President and CEO, Dave Hein "We have a highly managed staff of Communicators that do nothing but bring Internet customers into our Clients showrooms. Our process typically brings between 40% - 60% of a dealership's leads into the showroom on a monthly basis, thus increasing the dealer's opportunity to sell cars every day."

yourDealer.net produces highly leveraged services for dealers, which gives them the ability to provide complete coverage of the Internet at costs far below the expense of staffing a one or two person Internet department in-house. With exposure to every lead source available, and servicing every make of vehicle; yourDealer has developed a consistent process that produces increased sales for dealers across the country.

Serpentini Chevrolet of Strongsville has seen approximately 70% increase in their Internet sales over the past year, with an overall reduction in their expense to provide staff to respond those inquiries. The dealership, which did not see tremendous value in Internet leads today looks to the Internet and yourDealer to provide continual sales growth every month.

yourDealer.net provides Internet follow-up for car dealerships throughout North America. The company is a privately held firm based in New York City. yourDealer began providing services in 2003, and is the only company to provide guaranteed email and telephone response to dealers today.

Serpentini Chevrolet is the largest Chevrolet dealership in Ohio. The dealership group operates five Chevrolet dealerships in the Northeast Ohio market providing the most convenient and customer centric facilities and staff available. The Dealership today has specific focus on developing more business around their online



communications platform provided by yourDealer.

For additional information, contact Dave Hein at 646-536-7402, or visit the company Website at <http://www.yourdealer.net>

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Online Web 2.0 Version

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