



Dealers want Buyers - not Leads from the Internet

Auto2auto.com launches the car Buyers's Auction delivering Buyers to Dealers!

Naples, FL May ([PRWEB](#)) May 18, 2005 -- Lead purchasing for many dealers has become a waste of time and money. Too often these potential customers either aren't ready to buy, don't know what they want, or are 12 years old. Additionally, contracts can be lengthy and expensive. Not anymore. Auto2Auto.com offers pre-approved buyers that take the guesswork out of internet leads.

Auto2Auto.com provides dealers with serious buyers who are pre-approved by national lenders and ready to purchase. There are no contracts or long term commitments, just pay as you go. All leads are real-time and dealers have total control over the auctions they bid on. Ben Freeland, CEO of Auto2Auto.com states, "These buyers are serious, they have completed a credit application and been approved or paid a fee for the auction."

After an auction is opened new car dealers in the buyer's local area are sent the description of the model vehicle to be purchased, if the auto loan is approved, and the buyers zip code. Now the dealer reviews this information and decides whether to bid on this auction or pass. Only the first three dealers are allowed to bid how much money over or under invoice they will sell the specified model for, and the lowest bid wins. Now dealers have a 1 in 3 chance of selling a car verses the competitors "leads" with a promoted 1 in 10 closing rate.

Auto2Auto.com offers dealers the control, confidence, and flexibility they have been looking for on the internet.

About Auto2Auto.com

Auto2Auto.com, a Naples, FL based company, is a division of Mobile Internet Technologies, LLC and has been helping consumers and dealers on the internet since 1999. Auto2Auto.com utilizes state of the art technology to help consumers and dealers save time and money with The Car Buyer's Auction. For more information go to www.auto2auto.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).