



Car-Buy-Her Announces the Woman Friendly Seal of Approval Program for Dealerships

The Woman Friendly Seal of Approval Program helps car dealerships improve their image and reach out to female auto consumers.

Atlanta, GA ([PRWEB](#)) July 7, 2005 -- Car-Buy-Her, an automotive marketing and consumer education firm that works directly with dealerships and female auto consumers to build better relationships, announces its Woman Friendly Seal of Approval Program for dealerships.

The program is designed as a consumer outreach and sales tools to help dealerships reestablish trust and build credibility among the fastest growing market of new and used car sales -- female consumers -- who are now purchasing 50% of new cars and 48% of used cars. Car-Buy-Her offers the program to dealerships that want to connect more effectively with their female consumers.

“Although women are purchasing more cars there still seems to be a general feeling of mistrust and a lack of confidence among female consumers,” says Sheronde Glover, Car-Buy-Her Founder and CEO. “A recent study showed that women are more comfortable taking a male to the dealership and based on our own research we’ve found women to lack the knowledge and expertise required to adequately facilitate the car buying process. Our goal at Car-Buy-Her is to help women take control of their car lives, just like they’ve learned to take control of their personal and professional lives; while working with dealerships to improve relationships and consumer outreach. We’re helping dealerships build a better image and connect with female consumers so they can ultimately make better deals.”

Dealerships interested in participating in the Seal of Approval program must meet a set of requirements, complete an application and self assessment, and sign a Code of Ethics. The company utilizes a mystery shopper service to further assess the dealership and provide a written report from which recommendations are made. Dealerships receive a certificate and the appropriate seal based on their overall score.

In addition to the Woman Friendly Seal of Approval Program, the company also offers training and product development for dealerships. Further information can be obtained by visiting www.car-buy-her.com or calling 770-210-0726.

Car-Buy-Her was founded in 2003 to serve as a resource and advocate for female auto consumers.

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Online Web 2.0 Version

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