

## DealerSocket Launches New Desking Application

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ORANGE COUNTY, Calif., June 29 /PRNewswire/ -- DealerSocket announces the general release of a new Desking Application that is an extension to DealerSocket's Customer Relationship Management platform for automotive dealers. The new application reduces the amount of time it takes to make a deal, increases gross, links to printable forms, provides flexibility and speed in sorting deals, and directly integrates with Kelley Blue Book, CARFAX, ADP, Reynolds and Reynolds and NADA.

The new Desking Application allows dealers to compare lease to finance payment options quickly, present numbers in compliance with fair business practice regulations (similar presentations for similar credit scores), calculate trade-in value accurately and quickly, including adding and presenting reconditioning elements, easily adjusting numbers to help customers reach their desired payment or making a payment match potential vehicles all while presenting the deal with ease. Over 400 dealerships currently use dealersocket.com.

"DealerSocket helps us stay compliant. In today's environment, that's absolutely critical," says Devin Stotts, Retention Manager at Reliable Chevrolet in Springfield, Missouri.

DealerSocket makes everything simple and easy. It's all very straightforward says Stotts. Since DealerSocket displays all the crucial information in one window, the sales team doesn't have to toggle between screens to work a deal. If a deal doesn't close immediately, the notes can be saved and easily retrieved when the customer returns. It's a much more efficient way of doing business, he says.

"The level of trust goes up when you can show the customer all the available options. When the customer understands all the options, it's actually easier to close the deal. With DealerSocket, we knock at least 10 minutes off the average time of every deal and gain an average of \$250 gross profit. And that makes everyone happier," says Stotts.

This Desking Application allows customers to view a 16-by-16 matrix to let them choose their payment. They can easily compare financing to leasing or balloon payment options. "With DealerSocket, your customer feels in control. It's all spelled out clearly for them in black and white, there are no gray areas or confusion," says Stotts.

DealerSocket provides the most comprehensive Customer and Prospect Relationship Management solution available in today's automotive dealership market. More than 25,000 users and 425 dealerships use DealerSocket's solution to optimize and manage marketing activities, sales processes, customer satisfaction and retention, and service department operations. Dealership franchises of all sizes, including Van Tuyl Gosch, Larry H. Miller, Ken Garff, Findlay, United Auto Group, Mossy and Hendrick Automotive, leverage DealerSocket to optimize operations, increase revenue and enhance profits.

DealerSocket is based in San Clemente, California. More information is available at <http://www.dealersocket.com>.

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