Increase the number of people that opt for financing through your dealership.
Deal Builder offers a comprehensive, user-friendly way for shoppers to identify near-actual payment and lease options.

How it works:
• Shoppers on Autotrader will see payment options on participating dealers' inventory listings
• When the shopper engages with the payment calculator for a specific vehicle, the dealership’s financing offers are presented along with the OEM and financial institutions
• More robust than normal “payment calculators,” Deal Builder allows the shopper to toggle multiple criteria including credit score, loan term, price, down payment, trade-in value and amount owed on trade, and then select special offers available to them
• Deal Builder syncs with your dealership’s financial systems to route credit apps and display real market rates
• Shoppers show up to your dealership with a better understanding of their options and ready to finance

For more information, contact your Autotrader Consultant.