



DEALER SOLUTIONS

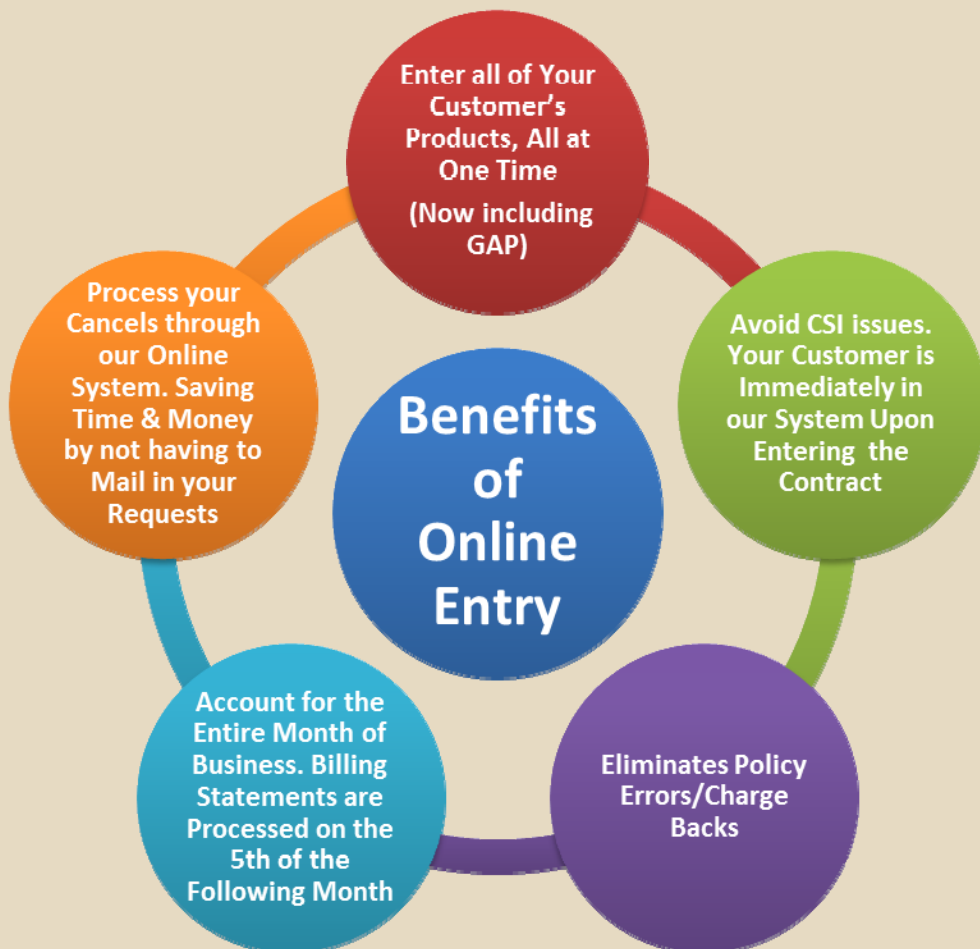
UNITED STATES WARRANTY CORP.

Newsletter

February 2014



ONLINE ENTRY NOW AVAILABLE FOR ALL DEALERS



Join us at the
2014 Agent Summit
Caesars Palace, Las Vegas

March 10th

9:00 am-10:00 am:

USWC will be one of seven panelists at the "Reinsurance Provider Showcase", where will be discussing our unique offerings in the dealer marketplace.

11:15 am-12:00 pm:

Randy Rabbitt, our Executive Vice President will participate as a panelist on "Competitive Targets", demonstrating how to effectively sell your programs over your competition.

If you need additional information regarding any of our products, please email us at: sales@uswarranty.com

New Products and Programs

US-ETCH CAN NOW BE WRITTEN IN YOUR DEALER OWNED WARRANTY COMPANY

You asked, we delivered!

- **\$3,000 and \$5,000 Benefit Amounts**

- **Window Etch**

2 or 6 etch stencils, and includes: window decals, 2 door jam labels, acid, and national registration

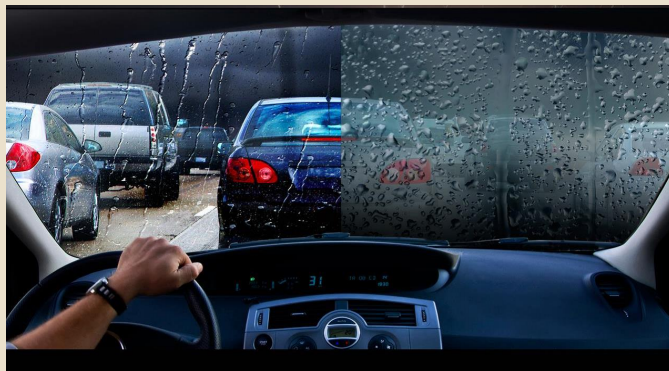
- **Body Labels**

Standard or Advanced (increased tamper resistance, light grey color, residue adhesive footprinting)

2 or 6 pack of labels- includes window decal, QR code smartphone readability, and national registration

As with all of your DOWC Products, you will be Maximizing the Profits for your Dealership... Earning Underwriting and Investment Income too!

WINDSHIELD WATER REPELLENT COVERAGE



⇒ Treated Surface remains Water Repellent (hydrophobic) for 1 Year

⇒ Up to 2 reapplications during Warranty Term

Drive Assure- Service Drive Program

If your dealership is like most, when a customer expresses some interest in coverage at the service department, they send the customer to the F&I department. F&I is so busy that the customer has to wait for an available manager or come back at another time. The majority of interested customers will end up leaving the dealership, and looking elsewhere for coverage. That's why there is a huge benefit in being able to sell coverage from your Service Drive after the initial sale of the vehicle.

Setting up your service department with the tools they need to discuss or even sell the coverage directly can be a crucial starting point. United States Warranty Corp. offers two different programs that the dealership can utilize based on the Service Department's needs:

Option 1:

We can train your Service Drive providing them with the marketing materials, to enable them to sell coverage direct to the consumer. They will have access to the online quoting system, with specific coverage options geared towards the Service Drive Customer. Also, as soon as coverage is entered online, the contract is generated and can be printed for immediate fulfillment for the customer.

Option 2:

You can refer these customers to our Call Center, and we will market and sell the coverage on your behalf.

The Drive Assure program allows your F&I department to remain focused on new business, allowing the Service Drive to help garner the lost revenue not only from your missed opportunity customers, but from customers that may not have bought their vehicle at your dealership, as well.

US College Of Automotive Excellence

Make Sure Your F&I Staff Has The Training & Tools They Need To Succeed!

- * Three Phases of Selling: Interview Process, Product Sales & Menu Presentation
- * Finance Professionals Role and Responsibility
- * Regulations and Compliance
- * Product Knowledge
- * Objection Handling Tools & Skill
- * Credit Process/Lender Relations

***To Enroll in our March 10th-14th Class,
Please Contact Raynie Ridenour
800-432-4566 x 239
rridenour@uswarranty.com***



UNITED STATES WARRANTY CORP.

22 NE 22nd Avenue

Pompano Beach, FL 33062

Toll Free: (800) 432-4566

Telephone: (954) 784-9400

Email: info@uswarranty.com