

Boating INDUSTRY

Retail Update

Priority One launches dealer portal

Boating Industry

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ST. PETERSBURG, Fla. – Priority One has launched its online Dealer Resource Center (DRC), which enables its dealer customers to check the status of their finance deals online as well as communicate with their loan consultants at Priority One, the company reported in a recent statement.

Priority One's DRC provides dealers with real time, live data for every financed sale, from the moment a customer submits an application to the moment the deal funds. Dealers can also measure sales and F&I profits utilizing accurate reporting capabilities provided through the DRC. While logged into the DRC, dealers can communicate faster with their Priority One F&I team, expediting the finance process, the company added.

"Our DRC is unlike any other F&I technology in the industry because it works hand-in-hand with our full support system of F&I professionals," said Lisa Gladstone, president and CEO of Priority One Financial Services. "Offering this service to our dealer and manufacturer partners means that we are providing them with a significant competitive advantage available nowhere else."

Additionally, the DRC will provide dealers with access to customer insurance services, loan applications, brokerage and consignment services, marketing materials, and other tools.