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## Priority One creates online dealer resource center

Priority One Financial

ST. PETERSBURG, Fla. -- Priority One has launched its much anticipated Dealer Resource Center (DRC). This proprietary F&I technology is setting a new industry standard by enabling dealers to check the status of their finance deals online as well as communicate with their loan consultants at Priority One. The DRC shows a dealer the status of every deal during every step of the financing process. This time-saving technology is offered exclusively to Priority One dealers.

Priority One's DRC is an easy-to-use online portal providing dealers with real time, live data for every financed sale. Each deal can be tracked from the moment a customer submits an application to the moment the deal funds, providing the dealer with greater control over the sale. Dealers can also measure sales and F&I profits utilizing accurate reporting capabilities that are provided through the DRC. While logged into the DRC, dealers can communicate faster with their Priority One F&I team, expediting the finance process.

"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 valuable tools for success.

For more information, call (800) 747-6223 or visit [www.p1fs.com](http://www.p1fs.com).

To see a working demo of the site, visit <https://p1drc.com/demo>.