

## Priority One Unveils New Tracking System

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Priority One of St. Petersburg, Florida, has launched its Dealer Resource Center service that enables dealers to track the status of their finance deals online through each step of the process as well as communicate with their loan consultants at Priority One. Providing dealers with accurate real-time information on their deals allows them to save time and have greater control over the sale. It also allows dealers to access customer insurance services, loan applications, brokerage and consignment services, marketing materials, and other valuable tools.

The screenshot shows the Priority One Dealer Resource Center (DRC) interface. At the top, there is a navigation bar with 'Home | Contacts | About Us' and the Priority One logo. Below this is a blue banner with 'Welcome PRIORITY ONE FINANCIAL SERVICES' and the phone number '(800) 747-6223'. A yellow bar indicates 'Amount Financed with Priority One YTD: \$92,223.42'. The main navigation menu includes 'My Deals', 'My Team', 'Online Credit App', 'Finance Promos', 'Brokerage', 'Insurance', 'Order Supplies', and 'LOGOUT'. The 'CURRENT DEALS' section is active, showing a table with the following data:

Deal #	First Name	Last Name	Collateral	Stage	Event	Staff	Status	Detail
91903	CAROL	F KECK		Deal In Process	10/17/2006	Deaa Tripitt Est. 214		
91295	NORMAN	SECARD	U 04 SEASWEL 26 STRIPER	Deal In Process	10/17/2006	Deaa Tripitt Est. 214		
91269	STUART	MORTON	U 00 SEA RAY 210ER	Deal In Process	10/16/2006	Deaa Tripitt Est. 214		
91209	LLOYD	W HARLESS		Deal In Process	10/13/2006	Deaa Tripitt Est. 214		
91124	WILLIAM	FOOLE	U 06 SUN CRUISE 2006	Deal In Process	10/13/2006	Jim Berger Est. 226		
91015	STEVEN	R MOZELEY	U 06 COBALT 272	Deal In Process	10/09/2006	Jim Berger Est. 226		
90936	CHESS	GAULDEN		Deal In Process	10/02/2006	Deaa Tripitt Est. 214		
90922	ARTHUR	HARD	N 07 PROKAT 960		10/02/2006	Jim Berger Est. 226		
90673	LOBI	GALANHA	U 04 CROWNLINE 20	Deal In Process	09/21/2006	Robert Tilling Queue		
89990	CARL	M GERT	U 98 CONTENDER 27	Deal In Process	08/29/2006	Robert Tilling Queue		
89647	MATHEW	J LANDIS	U 03 PRO SPORTS 28 PRO KAT	Deal In Process	08/17/2006	Robert Tilling Queue		
89360	ROBERT	L JOHNSON	N 07 BAJA 35 OUTLAW	Deal In Process	08/09/2006	Deaa Tripitt Est. 214		
88727	MARIA	K KANACH	U 96 BONIC 258R	Deal In Process	07/24/2006	Robert Tilling Queue		
64803	LARRY	CHAPMAN			10/27/2004	Emily Kersten est. 249		