

RV EXECUTIVE TODAY



INDUSTRY NEWS:

Priority One Unveils Comprehensive F&I Technology

Priority One has launched its Dealer Resource Center (DRC). This proprietary F&I technology sets 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 provides dealers with access to customer insurance services, loan applications, brokerage and consignment services, marketing materials, and other valuable tools for success.

Priority One is a leading provider of F&I solutions. Priority One provides full F&I services to marine and RV dealers on an outsource basis. Through its subsidiary, Veritas Insurance, Priority One makes boat and RV insurance available to the customers of its affiliated dealers. Priority One is based in St. Petersburg, FL, and serves marine and RV dealers, manufacturers, and customers across the country.

*First appeared in November 2006 issue of RV Executive Today on page 69 in the INDUSTRY NEWS section