

## **FEATURED INDUSTRY PRESS RELEASE IN AUTOMOTIVE DIGEST**

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### **AutoStar Solutions and SendMeAFriend Launch Partnership to Automate Customer Referrals for Independent Car Dealerships**

AutoStar Solutions, Inc., a leading provider of enterprise-level software to independent automotive dealerships and finance companies, has announced a new alliance with SendMeAFriend, an online referral system that proactively engages a franchise's customers and community to send sales leads directly to dealerships.

AutoStar is the first Dealer Management System (DMS) to integrate with SendMeAFriend. The new relationship will allow AutoStar clients to bring new prospects to their dealerships and increase sales by automating the lead referral process.

"The greatest resource in any business is its customers," said Gary Brophy, President and CEO of SendMeAFriend. "What we're doing here is giving independent dealerships a way to leverage their relationships with their customers to bring in new prospects who are in the market for a used vehicle."

Once the dealer completes a sale, the customer is contacted by SendMeAFriend's call center to inform them about the referral program. Interested customers are then entered into the online system where customers are encouraged to enter information on potential prospects. The information is sent to the dealership, and the referring customer is compensated with an amount set by the dealer for any closed business. Throughout this process, the [www.sendmeafriend.com](http://www.sendmeafriend.com) website keeps track of referrals, vehicles sold, and the payments made through the system.

"Having recently launched our online referral site with several buy-here-pay-here dealers, the metrics indicate that for every two customers who sign up, the dealer is receiving one referral. One of our buy-here-pay-here stores received 133 referrals the first month. The referral gets a car, the person who referred them gets a check, and the dealer gets a new customer. Everybody wins," Brophy said.

Through this new joint venture, AutoStar clients will be able to feed relevant information directly to SendMeAFriend from their AutoStar dealership software.

Allen Dobbins, President and CEO of AutoStar Solutions, added, "We are very excited to offer this solution to our clients. Lead generation is the lifeblood of any sales-driven organization, and in this regard the value of our relationship with SendMeAFriend is undeniable."

**What about AutoStar Solutions:**

For over 20 years, AutoStar Solutions has provided dealer management software solutions to independent automotive dealers and finance companies located in the United States. Their web-based software solutions have enabled clients to automate and simplify activities while staying compliant with state and federal regulations. Learn more at [www.autostarsolutions.com](http://www.autostarsolutions.com) or call 1-800-682-2215.

**What you want to know about SendMeAFriend.com:**

SendMeAFriend.com leverages customer referrals to automate the lead generation process for independent automotive dealerships. Using the power of web-based technology, SendMeAFriend contacts recent car buyers and asks for referrals, which are then entered into their online system and communicated to the dealer. Learn more at [www.sendmeafriend.com](http://www.sendmeafriend.com).

