

Real LeadsTM Quality Guarantee & Return Procedure

Our award-winning Real LeadsTM deliver in-market customers, and superior customer service for your dealership. That's why we back every Real Lead you purchase with the most comprehensive **Lead Quality Guarantee** in the business.

What's more, if you find that a lead does not meet our strict quality standards, simply return it using our Automated Lead Return System. Once returned, our Lead Quality Team will contact the applicant right away to verify your concerns. Invalid leads are replaced with valid leads - at no additional charge. *It's really that simple.*

Real LeadsTM Quality Guarantee:

- Applications pass extensive, electronic and live verification processes
- Customers must complete an auto finance application to be considered
- At least one valid phone number provided
- Customers originate within dealers' specified territory
- Customers have not already purchased a vehicle (within last 30 days)
- Customers that re-apply within a 30 day period will not be re-submitted to dealer
- Income as stated on application satisfies dealers' specified minimum income
- An exclusive, Automated Lead Return System is provided to submit leads for credit

Requirements for submitting a lead for credit:

1. Leads must be submitted for credit **within seven days** of receipt through our **Automated Lead Return System**.
2. A reason for the lead return is required for each submission. A drop down menu of reasons is provided for your convenience. Simply select a reason and click submit.

Reason	Description
Did Not Apply	Customer claims they did not apply for auto finance
Wrong Phone	Can't reach customer because wrong #'s on application
Phone Disconnected	All phone #'s on application are disconnected
Bogus Application	Application is bogus
Personal Loan	Customer claims they want a personal loan
Refinance	Customer claims they want to refinance
Private Party	Customer claims they want a private party loan

3. Please allow 2-3 business days to process request(s).
4. Leads submitted for credit will be contacted to verify reasons provided. Invalid leads will be replaced at no additional charge.

For questions, please contact our Lead Quality Team:

Phone: (888) 781-7956
Email: LeadQuality@blueSkymg.com

