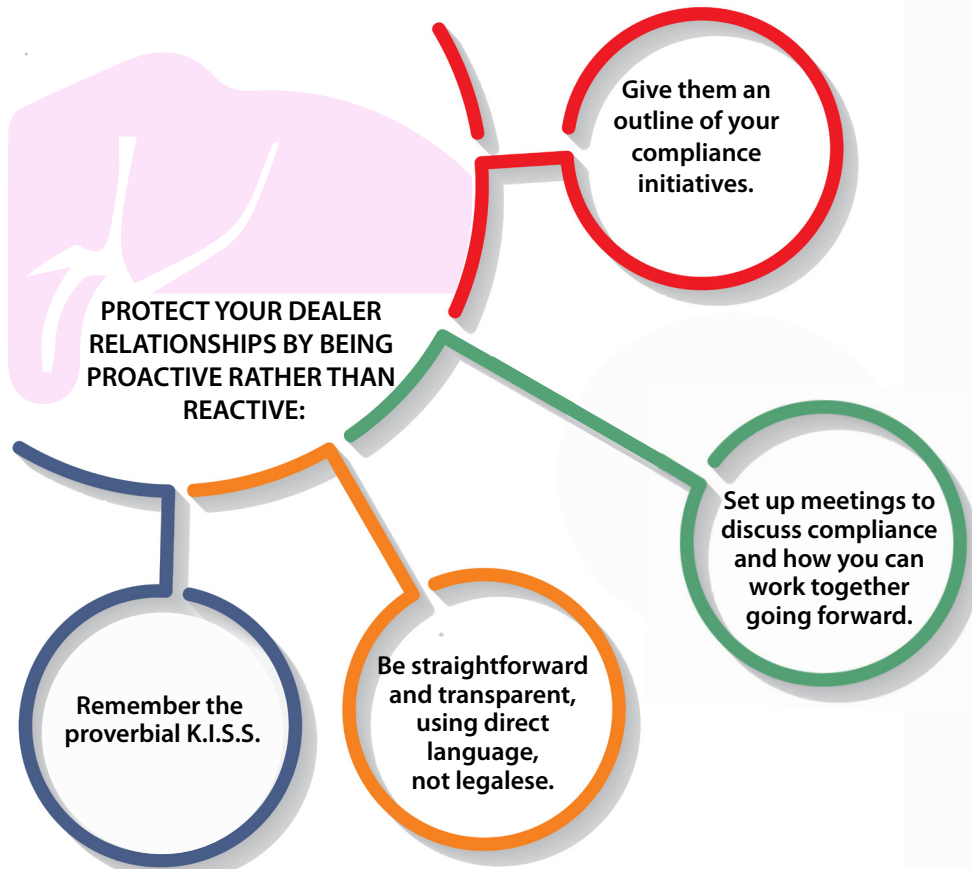


THINK LIKE AN F&I MANAGER

EFG Lender Intelligence



EATING AN ELEPHANT ONE BITE AT A TIME



Let's talk about the elephant in the room. Our nation's lending industry has once again made headlines for deceptive consumer practices.

Dealers are now concerned with the negative repercussions they can receive from sending customers to noncompliant lenders. Remember, your reputation can have a direct correlation with a dealer's reputation, especially if you've been their preferred lender.

Maintaining dealer relationships is often overlooked as part of a larger business strategy. The lenders who **get in front of today's bad press and work with dealers directly** will be the ones with cemented business and consumer relationships when the next elephant comes along.

With almost 40 years of helping dealers and lenders expand their business, EFG knows how to help lenders **proactively address market challenges and foster successful, lasting relationships.**

Contact us today to find out how.