

THINK LIKE AN F&I MANAGER

EFG Lender Intelligence

MAKING PRIME HAY WITH PRE-OWNED FINANCING

According to Experian's State of Auto Finance Market Report for Q2, 2016:

Pre-owned vehicles accounted for **55.61%** of all financing.

Super-prime and Prime consumers accounted for **44.95%** of all pre-owned loans, representing a **2.6%** year-over-year increase.

Nonprime, subprime and deep subprime consumers accounted for **55.05%** of all pre-owned loans.



With more prime and super-prime consumers entering the space, lenders will be hard-pressed to reduce their rates. Market-savvy lenders are now contemplating the **benefits of offering complimentary consumer protection products** on their loans to make their loan offering more competitive.

Complimentary consumer protection products better enable dealers to **increase their profit per unit** with product upgrades. Offering products as part of the loan also gives lenders the **ultimate control for compliance** measures while increasing the consumer's perception of the **greater value offered by the loan**.

With almost 40 years of consumer protection product insights, EFG Companies works side-by-side with lenders like you to administer the right mix of F&I products providing the **greatest return to you and your dealership partners**.

Contact us today to find out how.