



**"Your Leads. Your Brand.
Our Compliance"**

1. Legal Compliance – Fully Protected

Concern: "Can we legally share our declined leads with GTAC?"

Yes — you're fully covered.

Every dealership's privacy notice already authorizes the sharing and re-engagement of customer data with approved partners who provide financing or credit-related services. **GTAC operates 100% within state, federal, and data privacy laws,** including:

- **Gramm-Leach-Bliley Act (GLBA):** Protects consumers' financial information. GTAC enforces strict security standards to safeguard customer data.
- **Fair Credit Reporting Act (FCRA):** Regulates how consumer credit data is used and shared. GTAC uses credit information only for legitimate, financial-improvement purposes.
- **Telephone Consumer Protection Act (TCPA):** Governs text, call, and email marketing to ensure proper consent. GTAC only contacts leads who have provided express permission and always includes clear opt-out options.
- **Consumer Privacy and Data Protection Standards:** Defines responsible handling and retention of customer information. GTAC encrypts all sensitive data and never resells, transfers, or misuses it.



2. Industry Validation: NADA & NIADA

GTAC has successfully passed compliance reviews with both **NADA (National Automobile Dealers Association)** and **NIADA (National Independent Automobile Dealers Association)**.

If we are compliant enough for **NADA** and **NIADA**, you can rest assured — you are in excellent hands.

We deeply value our working relationship with both associations and uphold their high ethical and operational standards.

Result: You stay fully compliant, fully protected, and aligned with trusted national associations that represent your industry

Hold Harmless Assurance:

All dealer partners are protected under GTAC's Hold Harmless Agreement, ensuring your dealership bears no legal or financial liability related to customer interactions, compliance, or credit outcomes initiated by GTAC.

Our team assumes full responsibility for all outreach, compliance adherence, and customer communication under applicable laws.

Result : No Legal Risk For Your Dealership.



3. Exclusivity – Your Leads Remain Yours

Every lead you provide stays exclusive to your dealership under a **Mutual Non-Disclosure & Non-Compete Agreement**.

- Your leads will never be sold, shared, or reused.
- **The Only Information we need for your leads is first and last name, phone number and email.** We don't need SSN And Income Information .
- GTAC only communicates on your behalf, reinforcing your dealership brand.
- All communications drive customers back to your showroom, not a competitor.

Result: Your brand stays protected and top of mind.

4. Customer Experience – Guaranteed Satisfaction

Concern: "What if a customer has a bad experience?"

We protect your reputation as if it were our own.

- Professional, compliant, and empathetic communication.
- Clear identification as your approved financial partner.
- Customers can unsubscribe at any time.
- Backed by our Money-Back Satisfaction Guarantee.

Your customers will thank you for caring about their financial literacy journey. Helping them repair credit and rebuild confidence creates trust, repeat buyers, and longterm loyalty.



5. Your In-House Digital Marketing Agency – For Free


GTAC acts as your dedicated, no-cost digital marketing partner focused on re-engaging your declined and inactive leads.

We deliver:

- Targeted Re-Engagement Campaigns: Email, SMS, and digital campaigns designed to re-activate your old leads.
- Personalized Nurturing: We build credibility, educate, and guide leads back to your dealership when they're ready.
- Automated Follow-Up: Consistent, brand-aligned communication running year-round.
- Zero Marketing Cost: We handle the strategy, content, and delivery — you simply receive the conversions.

The Value:

Most dealerships spend hundreds of thousands per year on digital marketing that only reaches new customers. GTAC helps you monetize the customers you already paid to acquire.



6. Transparency – You're Always in the Loop

- Monthly analytics dashboard with lead engagement, conversion rates, and revenue growth.
- Predictive analytics showing upcoming purchase intent.
- Dedicated GTAC account manager.
- Complete visibility into every outreach and result.

Result: Measurable ROI and total confidence in your partnership.



7. Why Dealers Trust GTAC

- **100% Legal & Compliant (GLBA, FCRA, TCPA)**
- **As advertised on NADA & NIADA.**
- **Lead Exclusivity Guaranteed**
- **Money-Back Satisfaction Assurance for your leads**
- **Acts as Your Free In-House Digital Marketing Agency**
- **Includes Hold Harmless Protection**
- **Transparent Monthly Analytics**
- **Increased Sales, Retention, and Customer Goodwill**





Don't Leave Money on the Table

Your leads are valuable – let GTAC help you turn them into profit, loyalty, and long-term relationships.

GTAC: Great Times Are Coming Financial

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