

# A&L RV Survives and Thrives with Payments

## An Adaptable Industry Expert

Greg Justice has been in the RV business for 45 years. He's seen his share of changes: adapting to the internet, a pandemic, shifting consumer behavior, and everything in between.

One trend that began to emerge a few years ago was the consumer's desire to shop inventory by monthly payment. "When consumers can shop inventory based upon their desired monthly payment, it creates a much better experience for them. That approach would also help us stay within our window of comfort. We just needed the right solution to get us there," says Justice.

His forward thinking approach is eventually what led him to Payments by TradePending.

*"They (the customer) understood their buying power, which sped them down the funnel towards a sale."*

**Greg Justice Sales Manager - A&L RV Sales**

## The Challenge of Converting Website Traffic into Leads

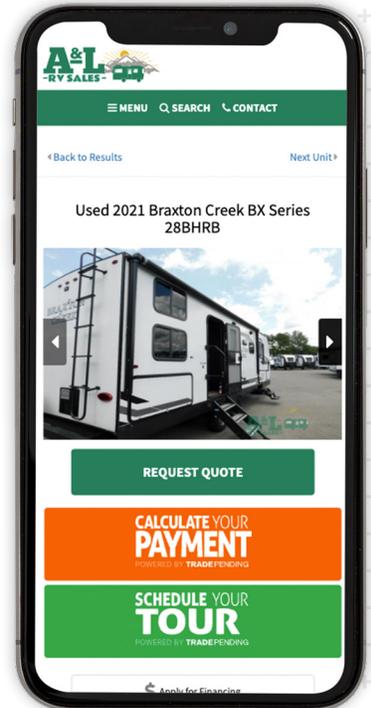
A&L RV had numerous calls-to-action on their website, including basic form fills for customers to value their RV and to apply for financing. Website visitors rarely engaged with those tools. When they did, the tools didn't capture enough valuable information, nor did they provide adequate reporting.

The pandemic exacerbated these problems, as price increases reached ridiculous levels. This made it harder for future buyers to enter the market, and sales were about to crater.

## Finding a New Approach

Just prior to everything going south, Justice implemented Payments on their websites. The tool allows customers to quickly calculate a realistic monthly payment range for their vehicle of interest, or to shop available inventory based upon their desired monthly payment. By going through this process, dealers gain valuable insight and information about the customer, creating better conversations and outcomes for everyone involved.

"Immediately we saw the benefit of the customer getting better and more quality information up front," remarks Justice. "They understood their buying power, which sped them down the funnel towards a sale."



# Payments

BY TRADEPENDING

View Leads By:



Location



Credit Score



Vehicle Type

## Finding a New Approach

The quality and quantity of the leads also forced positive changes to their website strategy. Justice continues, "Payments was working so well we replaced almost every other tool on our website. Plus, the reporting trumped anything else we had by 10x."

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## New Markets Open Up

The process for consumers to go through Payments is quick and simple in order to maximize website conversion. One step to achieve this is to not subject shoppers to a full credit inquiry. Instead, they can enter in their estimated credit score (some dealers also use a soft-pull technology that doesn't impact credit).

As a result, A&L RV noticed a large swath of subprime shoppers hoping to purchase an RV.

Justice says, "We sort the leads by credit scores to segment our audience and then respond accordingly. We've been able to generate so much new business from the subprime market that we're adding an additional person to handle the growth.

"Regardless of the economy, people from all walks of life want to enjoy the RV lifestyle, and we're honored they're choosing us to help them do it".

TradePending is proud to play a small role in that process, too.

2020 Jayco Alante 29S



CALCULATE YOUR  
PAYMENT  
TRADEPENDING



The screenshot shows a web form titled "Calculate Your Payment" with the TradePending logo. It includes a "Dealer Logo" field with a placeholder "(Dealer Name Here)", a phone number "(916) 555-4385", and a website "www.example.com". The form displays details for a "2020 Jayco Alante" 29S Class A Motorhome, including its VIN (1UJMJABP2L1A50119) and Stock # (A9462). It lists a Retail price of \$134,160 and a "Your Price" of \$84,255. A "Continue" button is visible. Below the main form, there are three tabs: "Vehicle Information", "Trade-in Vehicle", and "Title & Est. Credit Score".



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