

CarGurus Pre-Qualified Leads

Free access to more qualified, financially prepared leads

Pre-Qualified Leads are
60% more likely to purchase,
and close faster*

CarGurus Pre-Qualified Leads are active, committed shoppers who have submitted a lead on your VDP and are pre-qualified for financing by at least one of the lenders you work with.

Estimated Payment*

\$456 / mo

Vehicle Price: \$24,499
60 months, 4.4% APR

☒ Estimate my APR ☐ I know my APR

CREDIT SCORE

Good (749 - 700)

LOAN TERM & EST. APR

60 mo 3.99% APR

DOWN PAYMENT

TRADE-IN VALUE Lookup trade-in value

\$0

\$0

VEHICLE PRICE

SALES TAX

\$24,499

0%

View Financing Options

*Estimated payments are for informational purposes only and may or may not account for financing pre-qualifications, acquisition fees, destination charges, tax, title, and other fees and incentives or represent a financing offer or guarantee of credit from the seller.

Key Benefits

Access pre-qualified shoppers

Identify shoppers who are closer to purchasing and financially prepared

Close more sales

Your team can work leads confidently, quickly, and effectively

Set the right expectations

Minimize shopper objections during the sale with penny perfect offers and precise dealer fees

The Pre-Qualified Lead program improves lead quality and dealership efficiency, while ensuring that you maintain control and flexibility with your dealership's critical financing operations.

Questions? Contact your CarGurus representative at 1-800-CARGURUS.

*CarGurus financing leads compared to non-financing leads, Q1 2019-Q2 2020. Includes content supplied by IHS Markit; Copyright © IHS Markit 2021. All rights reserved. Lead analysis based on IHS Markit 2019 & 2020 Registration Data.

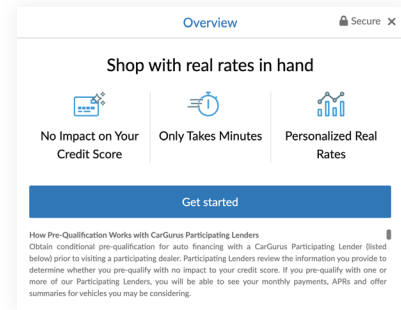
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How It Works

Step 1: Shoppers Pre-Qualify

The option to pre-qualify shows on your listings if your dealership and CarGurus are partnered with a mutual lender.

CarGurus shoppers can easily pre-qualify for a loan on an eligible vehicle detail page.

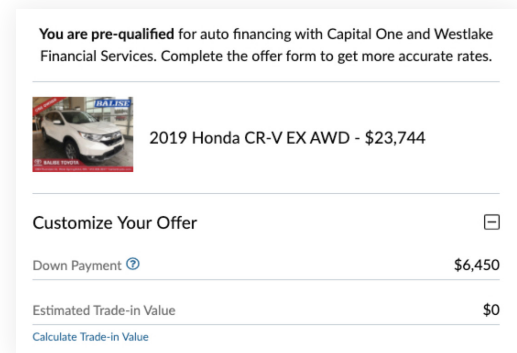


Vehicle eligibility rules will differ for each lender, based on vehicle year, mileage, and price

Step 2: Shoppers Receive Rates

Shoppers will be guided through a simple pre-qualification form to build their offer directly on the VDP.

Lenders instantly evaluate applications based on a soft credit pull, and must honor loan rates after a hard pull is done at your dealership within 30 days.



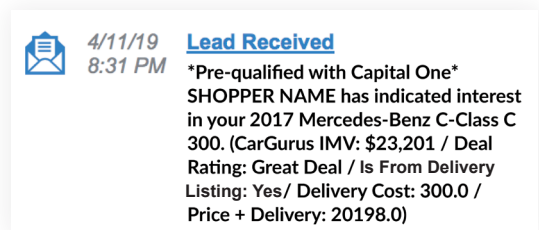
Step 3: Connect with Pre-Qualified Leads

Shoppers can save the offer by printing or emailing to themselves, and share their pre-qualification status with your dealership by submitting a lead.



To prioritize your Pre-Qualified Leads, identify them:

- ➔ On the Leads tab of your CarGurus Dealer Dashboard
- ➔ In your CRM system with the lead source "CarGurus Pre-Qualified"
- ➔ In the lead alert email

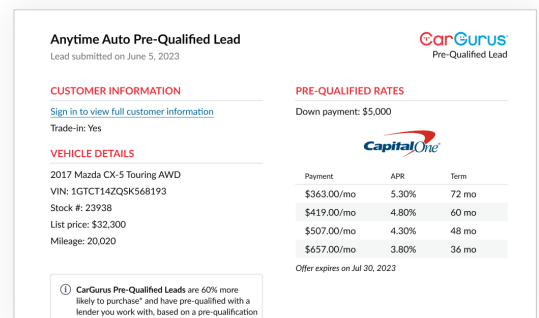


Step 4: View the Shopper's Rates

Open the deal summary linked in each lead to review their pre-qualified rates from your lenders.



You can view these deal summaries in the Dealer Dashboard lead report or from your CRM in the lead notes.



Partnered Lenders and Dealer Compensation

Dealers maintain full financing flexibility with CarGurus Pre-Qualified Leads.

Lender

Dealer Compensation

Capital One

Your compensation with Capital One will not change and will be based on your existing agreement with Capital One for pre-qualified leads.

Global Lending Services

You will receive a 1% Dealer Flat Compensation on all qualified leads - application must be sent directly to GLS.

Westlake Financial Services

Your dealership's APR-markup participation will be locked in at 1% for CarGurus' pre-qualified shoppers. As with your existing Westlake agreement, this only applies to 600+ credit scores.

Additional monthly volume incentives from this program with Westlake include:

- **0-10 Monthly Transaction Volume**
Additional Compensation: \$50/Funded Contract
- **11-20 Monthly Transaction Volume**
Additional Compensation: \$75/Funded Contract
- **21+ Monthly Transaction Volume**
Additional Compensation: \$100/Funded Contract

Questions?

Call your account manager by calling
1-800-CARGURUS.