

## **Auto Dealerships Must Play Online in Order to Maintain Existing Market Share**

PHOENIX, Sept. 6 - Auto Dealerships desiring to Maintain and/or increase their market share must move very quickly to gain exposure on the Net in order to protect their market share and profitability, says leadpile.com.

"Our research shows that the ease of Internet Access for all Credit Categories of Potential Auto Loan Borrowers will provide an incredible open corridor for those Dealerships and Auto Loan Companies seeking to maintain, or increase, their current market share," says Andrew Jacob, CEO of Leadpile.com.

Jacob says, "Our Studies have shown that the traditional way in which auto dealers and auto financiers have conducted business in the past will dramatically change in the next 24 months due to the ever increasing explosion of the Internet Auto Marketplace. Buying and financing a car will become more of commodity on the Internet, making customer service, ease of website use, and customer followup of utmost importance for web customers and the Dealers who work with them.

Jacob predicts that Auto Loan Dealerships and Finance Companies desiring to increase their market share will have to increase their online Sales departments by at least 50% in order to handle the growing demands of online customers.

Leadpile.com, a specialist in the Alternative Financing Lead Production Space, has been called the "holy grail" for online Lead Generation. After having surpassed the 2.0 Million Online Lead Production Mark, Leadpile.com has become the Nation's leading online lead generation program in the marketplace.

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