



DEALER SURVEY

Dealer: _____ Phone: _____

Street: _____

City/State: _____

Thank you for taking time to review the Pay-It-Forward loan product. To offer PIF, we will need credit union loan funding. Please provide feedback so the credit union can determine if the PIF loan product will add value to your dealership. ___ yes or ___ no

► What credit union do you use for indirect auto loans? _____

1. How would you rate the Pay-It-Forward Loan Product? 1-5 stars _____

2. What features or benefits interest you most about PIF?

___ Title is in customer's name.

___ Provides a lower monthly payment.

___ Customize payment by increasing or decreasing the end-value.

3. In which situations or context do you envision yourself using PIF the most?

___ Customer can upgrade to a new or late model car instead of older model

___ Cross-sell additional products

4. What specific challenges do you face that you believe PIF could help resolve?

___ Lower income-to-debt ratio. Other: _____

5. Would you use PIF as part of your loan closing routine?

___ yes ___ no ___ other: _____

Name: _____ Date: _____

Signature: _____ Title: _____