



As marine sales return to pre-pandemic levels and we enter the slower buying season of autumn and winter, it's time to evaluate your sales and F&I processes to save time and money. Take a look at the list below to determine if there are any areas your dealership can improve.



In Sales, we:

- Track customer interaction, document sales, and automate responses.
- Personalize DMS screen layouts for efficient use and navigation.
- Export contact lists directly from our CRM tool.
- Store all customer information in a single location.
- Streamline activity management with automatic prospect call-back alerts.
- Seamlessly communicate with customers and teammates electronically.
- Search using advanced criteria for faster access to the information we need.
- Input customer preference criteria and match immediately with current unit inventory.
- Manage tasks and notifications from anywhere using a mobile device.
- Upload documents directly to deals and keep digital, paperless records.
- Analyze and track performance with customizable reports and dashboards.



In F&I, we:

- Pull all deal information from Sales and auto-populate the deal paperwork in F&I.
- Include aftermarket products included in every deal with access to provider pricing.
- Determine which lenders will approve a loan based on their minimum qualifications.
- Gather all cash and finance deal paperwork automatically based on the lender chosen to fund the loan.
- Access credit reports and complete titling documents.
- Electronically review and sign documents according to lender, state, and federal requirements.
- Ensure all fields are completed and all signatures are collected.
- Transmit contract details electronically.
- Track contracts in transit and review up-to-date funding status.
- Customize email and text alerts for lender callbacks.

Do your systems allow you to check all these boxes today? Each component reduces manual steps, eliminates compliance risks, and ensures you have visibility over your success.

The partnership between AppOne and Motility aims to serve marine dealers like you by streamlining your sales and F&I operations. To learn more about how our DMS and lending platform integration can save your business time and money, contact info@motilitysoftware.com or info@appone.net.