

# WHAT DEALERS ARE SAYING

## ABOUT CAR WARS



**JORGIE  
ESKEW**

**Internet Manager**  
West Point Buick GMC

*"Ever since we've signed up with Car Wars, the number of appointments set, the show rate, everything has improved really highly...If we didn't have Car Wars, we wouldn't be where we are today. We've gone so far because of it. I have and will continue to recommend Car Wars to other dealerships."*



**GIL  
GUZMAN**

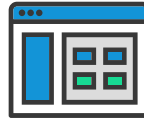
**Director of Business  
Development**  
Community Auto Group

*"Car Wars has helped us have an entire working salesforce. It goes beyond the BDC. Everyone is held accountable on the phones. With Car Wars in place, our appointment ratio has gone up tremendously - at least a 50% growth. It's a huge, huge difference."*

*"Before I used Car Wars, if I wanted to spot check an agent, I didn't know who took what call. I had to sit and listen to find one call from that one employee. Now with Car Wars, I can have it show me calls from the employees I want and the call summaries. That's really saved me time and made my training a lot more effective."*

**JASON  
COHEN**

**General Manager**  
Lithia - Lexus of  
Middletown



## NAKEMA BURGESS

### BDC Director

Feldman Chrysler Dodge  
Jeep Ram of Woodhaven

*"Car Wars has honestly been a big help. I use the CRISP Report as part of my weekly report that I send out to my agents every Monday. I like how you guys put up messages saying that an appointment wasn't asked for. That's a huge help because some agents say 'I asked for the appointment' and they didn't. This tool has 100% helped my agents become better."*



## BRENT WEDDLE

### Pre-Owned Internet Sales Director

BHA – Grapevine Ford Lincoln

*"Car Wars is the most trusted provider when it comes to anything phone-related. There's no opportunity that goes missed or unseen, and it has a vast amount of tools that help our salespeople get better and help our managers know more of what's happening on a daily basis."*



## VICTOR MONTAYA

### Senior Internet Director

Morgan – Sun Toyota

*"So when we talk about something like Car Wars (or Cari), we see that as an asset to the dealership because it'll improve our processes. The platform alone gives us all of the information we need not only to live, but we can look back and see what we've done well and where our opportunities are to improve."*



## DANA SCARBOROUGH

### BDC Manager

Hendrick – Toyota of North Charleston

*"Voice Recognition has not only added time back into my day, it's also reminded my team to focus on proper phone lead management within Car Wars and CRM. I'd absolutely recommend it to any other dealership manager, due to its unparalleled ability to instill accountability among salespeople."*

