

iCar Guide "Car buying re-invented"

iCar Guide utilizes state-of-the-art technologies to create a hassle free online car buying experience. Complete 90% of the process online.

NASHVILLE , TN, USA, January 25, 2016 /EINPresswire.com/ -- After successful deployments to pilot dealers iCar Guide™— the first complete real-time vehicle transaction platform – has officially expanded nationwide, to meet growing demand for [online car buying](#) experience.

“We are extremely excited to bring our technology to dealers nationwide” said David Pritchard, founder and CEO of iCar Guide. With the nationwide launch iCar Guide now provides dealers of any size, the technology to allow potential car buyers the ability to start the transaction directly on the dealer’s website. “Our pilot dealers have proven consumers are ready to initiate the transaction online. When dealers combine technology and virtual



automotive experts, buying and selling cars becomes an enjoyable process.”

David Pritchard a lifelong car guy and graduate of Northwood University became discouraged with the trend among vendors and online startups to discredit “traditional” dealers. “Exploiting stereotypes and emotions around marketing soundbites like, “over paying” and “transparency” is a problem because my clients are traditional dealers. My goal was to prevent third parties from moving between our dealers and their customers. So we developed an off-the-shelf solution that facilitated real-time transactions, from the dealer’s website.”

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We have merged the best of in store experiences with the power of digital retailing technology to create the ultimate customer experience!

David Andrew

David introduced iCar Guide in June with the slogan, “Car Buying Re-Invented”. The program allows dealers to offer their visitors the ability to shop from their computer or

personal device, without the need to drive all over town. The visitor remains in complete control browsing vehicles, comparing features, exploring incentives, obtain financing or trade and even paperwork entirely online. “In fact, you’re able to complete 90% of the paperwork in the comfort of the buyers home so they spend less than an hour at the dealership”.

A no pressure, no hassle showroom experience online for every website visitor is the result. Virtual

showroom technology connects the dealer's visitors to Live iCar Guides who assist visitors with the selection process. Dealers load the iCar Guide platform with dealer docs they would like pre-completed prior to the buyer visiting the showroom. "Our technology and facilities are state-of-the-art, using HD video streaming technology, our iCar Guides provide a face-to-face conversation with visitors on a dealer's website. We've seen an increase between 14% and 27% on dealer's credit application page. It seems consumers appreciate the personal connection before borrowing a large sum of money." Says David. iCar Guide™ agents have amassed over 3,000 sessions with an average session time of 24 minutes, which is an indication of the level of engagement of the platform.

Online credit application is not the only value driver of the program. "Our technology allows us to build, "Buy From Home" retargeting campaigns to the dealers previous visitors." David says. Those visitors that are in market and still researching can be one click away from starting the transaction. The iCar Guide program makes it easy for them to say YES." We are even integrating the connectivity into Social Media Platforms like Facebook

"We are constantly looking for ways to create valuable services for our dealer customers. iCar Guide delivers targeted, real-time assistance that dealer's customers need. The hype curve is passing and consumers are seeking viable solutions that require more than marketing soundbites" said David

[iCarGuide™](https://www.iCarGuide.com) is a division of iPitCrew™ To find out more visit <https://www.iCarGuide.com> or email info@iPitCrew.com iPitCrew 725 Cool Springs Blvd Suite 600 Franklin TN. 37067
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