



Pearl Technology Integrates VehicleXchange into New Express Retail Platform ShowroomXpress

Platform will Automatically Generate Hundreds of Opportunities Each Month for the Average Auto Dealership

DALLAS, TEXAS, USA, March 21, 2016 /EINPresswire.com/ -- [Pearl Technology Holdings, LLC](#), www.pearlsolutions.com (Pearl), today announced it is integrating the industry's most powerful equity and marketing engine, [VehicleXchange](#) into [ShowroomXpress](#) (SRX). SRX is a "clicks to bricks" Express Retail Platform that allows vehicle shoppers to buy online, or in-store, in a fraction of the normal time. By leveraging Experian's pre-screen technology, ShowroomXpress calculates auto loan payments to the dollar in 10 seconds. It is the first



platform to pre-qualify customers without a Social Security number and provide instant and exact payment calculations from every U.S auto lender.

Founded by industry entrepreneur, Bruce Thompson, Pearl is an automotive technology incubator based in Dallas, Texas. The company launched VehicleXchange in January, 2015, and has enrolled over 1,400 dealers since its launch. Currently VX processes over 50,000 Experian pre-qualified leads per day from dealership service drives, equity mining and conquest marketing campaigns.

"Each of our products can stand on its own," said Bruce Thompson, Pearl CEO and Founder. "However, there is a method to the madness and each has been created to work in symphony with the other. By combining our tools we're creating what we believe is the most powerful and efficient sales tool the automotive industry has ever seen."

VX generates pre-qualified leads automatically and communicates the news to the customer. Once they click to see everything they are pre-qualified to buy, they will be dropped into the SRX platform where payments are calculated to the dollar in a completely streamlined retail process. Whether the customer enters from the dealer website, or walks into the store, their record is instantly retrieved, with purchase and lease payments calculated to the dollar for every unit in inventory, including equity, incentives, taxes, etc.

"SRX is a game changer and there is nothing on the market even close to its capabilities," said Thompson.

This announcement marks the third tool to be combined from the Pearl incubator into the SRX “Clicks to Bricks” Express Retail Platform. The first tool was Trade-In Concierge, a private label online real-time bidding platform which allows the consumer to launch their trade-in and get a real value from the dealer to process the transaction. Second was eCarTag, which provides digital hang tags that display pricing, incentives and best lender payment terms on each vehicle automatically; and third, VehicleXchange, which feeds the SRX system with automated pre-qualified leads from the service drive, equity mining and campaign efforts.

“Pearl Technologies is leading the way delivering dealership tools that make sense and sell cars. They are bringing technology to our industry at a faster rate than ever seen before,” said Mark Smith, President and COO of the Principle Auto Group. “Pearl is streamlining the buying process and making it faster and easier for the customer to do business with us. VehicleXchange has contributed to making our BMW store one of the fastest growing dealerships in the U.S. Combining VX with what we know about ShowroomXpress is a brilliant move, said Smith.”

ShowroomXpress will be officially unveiled at the NADA 2016 Expo and Convention on March 31-April 3, in Las Vegas, NV, at Booth # 2323C. For more information call: 888.339.1116. Or to sign up for a demonstration visit: www.showroomXpress.com.

About Pearl Technology Holdings, LLC

With the formation of American Auto Exchange (AAX) in 2001, auto industry entrepreneur Bruce Thompson became widely known as the creator of the “used car inventory management” space. He went on to start RedBumper, LLC in 2010, which is also primarily focused on “used car inventory management.” RedBumper’s intellectual property was acquired by CDK Global in September 2014. At that time, Thompson formed a new holding company, Pearl Technology Holdings, LLC, created to be an automotive technology incubator. The company’s mission is to create and deliver innovative new tools that have an impact on the industry. Pearl has launched five subsidiaries: NewCar IQ, LLC; VehicleXchange, LLC; eCarTag, LLC; Pearl Technology Solutions, LLC, Trade-In Concierge, LLC and ShowroomXpress, LLC.

Hillis Emanuelson
Pearl Technology Holdings, LLC
469.326.4806
email us here

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