

Pearl Technology Completes Integration with RouteOne, Enabling ShowroomXpress to Streamline Vehicle Transactions

Integration allows dealers to offer seamless online and in-store express retail experience

DALLAS, TX, USA, February 2, 2017 /EINPresswire.com/ -- Pearl Technology Holdings, LLC, (Pearl)

(www.pearlsolutions.com) today announced that its ShowroomXpress platform (<http://www.pearlsolutions.com/showroomxpress>) (SRX) is now integrated with RouteOne (www.routeone.com), allowing



dealers to offer vehicle buyers a true streamlined express retail experience. The integration enables consumers to complete a purchase online, or in the showroom, in a fraction of the traditional retail time. Through RouteOne's online credit application and eContracting platform, ShowroomXpress will now give dealers the ability to contract customers on mobile devices and websites.

"The integration with RouteOne is a critical final step in creating a complete express retail platform," said Bruce Thompson, CEO and Founder of Pearl. "ShowroomXpress will first pencil both purchase and lease transactions to the dollar without a SSN on mobile devices or desktop. Once the customer agrees to the terms, we pass the deal structure to RouteOne behind the scenes. The customer can then complete the credit application and RouteOne will electronically obtain the finance source's decision. Dealership personnel login to their RouteOne account and verify the terms and the transaction is ready for signatures," Thompson continued.

ShowroomXpress incorporates Experian Pre-qualification technology, allowing a customer to get pre-qualified without a hard inquiry or SSN. SRX also incorporates the rates of every U.S. auto finance source. Dealers can select the finance sources they utilize and the top three finance source quotes are displayed to the consumer for both purchase and lease transactions, giving the consumer unprecedented transparency and speed. The SRX platform has been developed for both one-price and negotiation stores.

The system allows a desk manager or salesperson to adjust terms and roll payments in seconds. SRX provides instant two-way communication from a salesperson's tablet or desktop to the sales tower so customers are never left alone. All negotiated terms and deal structure are communicated and displayed, allowing a sales manager to make instant adjustments in seconds.

"We're very excited to be able to provide our technology to Pearl for its ShowroomXpress product," said Brad Rogers, Chief Operating Officer of RouteOne. "It continues to build upon our philosophy of streamlining the vehicle buying process and allowing the dealers to select their systems and services

of choice. By integrating RouteOne's online credit application and eContracting capabilities with ShowroomXpress, Pearl has created a true express retail solution that has potential to change the way dealers and consumer think about automotive retailing."

For more information call: 888.339.1116 or to sign up for a demonstration visit:

www.pearlsolutions.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 six subsidiaries: NewCar IQ, LLC; VehicleXchange, LLC; eCarTag, LLC; Trade-In Concierge, LLC and ShowroomXpress, LLC and Pearl Proximity, LLC. NewCarIQ, LLC was acquired by CDK Global in January 2016.

About RouteOne:

RouteOne was formed in 2002 by Ally Financial, Ford Motor Credit Company, TD Auto Finance, and Toyota Financial Services to improve the F&I process for automobile dealers and their customers. Connecting thousands of dealers and finance sources in North America for vehicle financing, RouteOne's platform delivers a comprehensive suite of F&I solutions across multiple channels: in-store, online, mobile, and via third-party solutions. Its flagship products include credit applications, eContracting, compliance, and online/mobile retail services. In addition, RouteOne enables dealer choice across a wide variety of best-in-class providers through open integrations with over 130 DSPs. More information is available at www.routeone.com.

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