

# Focus on Deals Vs Leads Drives Success for Online Car Inventory Marketplace KosLo

AUSTIN, TX, USA, February 15, 2017 /EINPresswire.com/ -- [KosLo](#), the online vehicle deal generation company that is revolutionizing the car buying/selling experience, today announced that its unique focus on providing auto dealers with deals rather than just leads has resulted in strong growth for the company over the past few months.

KosLo connects shoppers with dealerships across the country to help them find their ideal new or used vehicle. It receives customer inquiries with a preferred year, make, model, acceptable mileage, color, trim, interior features and

price range, and allows participating dealers to bid on price if they have the customer's requested vehicle in inventory. Offers are then presented to the consumer to make a final choice.



As part of its online buying service, KosLo has integrated Dealertrack's intelligent first-pencil monthly payment calculator that provides flexible, realistic payment options. Also included in KosLo's service is Dealertrack's secure online credit application that gives dealerships a seamless financing option instead of going through a third party. Once a deal is approved between a customer and dealership, the customer can begin his or her credit application through the integrated KosLo Dealertrack interface, further expediting the financing process straight to the dealer's finance desk.

KosLo also recently enhanced its site with NADAguides year, make, and model data to help further improve the customized car buying experience for consumers. The [new interface](#) is immediately recognizable to the carbuyer, and includes the ability to preview the manufacturer's stock image of the exact make, model and trim level the consumer wants to build for new and used cars. In response, dealers can submit photos, condition reports and the VIN number of the vehicle being offered to show customers the history of the car in its entirety before the customer selects their deal. If a customer does not select the dealer's car, the dealership is not charged.

"KosLo is here to revolutionize the car buying experience by putting the dealership first so the customer can have the best experience possible. We are excited by our recent partnerships with NADAguides and Dealertrack. NADA was also a huge success for us and we have some hot new strategic partnerships which will be announced with more detail shortly," said Devin Koskan, CEO of KosLo. "We believe in delivering true deals rather than just leads to the dealership. With all the information and technology available today, why are dealers continuing to accept expensive, poor quality leads with closing ratios between 5-12%? KosLo puts consumers and dealers together in a manner that's fair and efficient for both, and equips them with the data to make sound decisions leading to a true deal rather than a poor quality lead," Koskan added.

With KosLo, dealerships do not have to worry about customers who are just browsing. KosLo lets the customer experiment with many combinations as they decide on their ideal car and then funnels serious buyers to the dealership, expediting the car buying process for dealerships and consumers alike. This includes allowing customers to determine the maximum mileage they are willing to accept, letting a customer specify whether they want to buy or lease, as well as choose from a variety of shipping options.

For more information and to join the KosLo network, dealers can visit <https://koslo.com/business-opportunities/> or <https://koslo.com/partnership/>

### About KosLo:

KosLo.com connects dealers with shoppers all over the country. KosLo receives customer requests and allows participating dealers to submit an offer for their business if they have the customer's requested vehicle. All of the bids then go through a proprietary algorithm and the top five vehicles matching the customer's request are delivered to the customer's inbox. If the customer selects one of the vehicles, the dealership simply follows up with the customer to close the sale. This process saves both the customer and the dealership time and money.

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