



# ELEAD1ONE Chooses Darwin Automotive's Patented F&I Technology to Help Power DealBuilder

*New application keeps auto dealerships central to the online car-buying process*

ISELIN, NEW JERSEY, USA, April 2, 2018 /EINPresswire.com/ -- [Darwin Automotive](#), a leading provider of F&I technology for automotive dealerships, today announced its patented F&I software has been chosen by ELEAD1ONE for its [DealBuilder](#) Showroom and DealBuilder Online solutions.

"We wanted to ensure that both our showroom and online car-buying application had the most advanced F&I product presentation on the market," said Bill Wittenmyer, partner at ELEAD1ONE. "With F&I representing such a large portion of the average dealers' profit, we had to pay careful consideration to this portion of the transaction."

DealBuilder is a digital retailing tool that calculates accurate payments to the penny, incorporating state and local taxes and fees, as well as the consumer's credit score into the final price. The ability to offer accurate pricing is pivotal to guide the customer to the final step, which is the retail installment agreement.

Once a customer accepts an offer, DealBuilder encourages them to schedule a test drive at the dealership. Once there, salespeople can use DealBuilder Showroom to map the test route and manage the test drive process. DealBuilder gives turn-by-turn directions so drivers stay on route and the application also tracks distances, route information, braking information and average speed.

Upon completion of the test drive, the customer can apply for credit while at the dealership or home. If the credit application is declined, DealBuilder encourages the customer to contact the dealership. If approved, DealBuilder generates a set of documents that the customer can e-sign, or the customer can come into the dealership to sign the final documents.

"We are thrilled to be able to work with our partners at ELEAD1ONE on these exciting new technology platforms," said Phil Battista, CEO at Darwin Automotive. "As digital retailing solutions start to mature and become a mainstay of the marketplace, it's becoming essential for dealerships to choose the right partner that helps them provide the best experience while at the same time maximizing the overall deal profitability. We've seen many digital retailing providers opt for a static F&I product presentation that often time presents F&I products that aren't suited for the chosen vehicle. This is a huge miss in our opinion."

Darwin currently has over 140 F&I product providers integrated into its application and those providers will be seamlessly integrated into the DealBuilder applications as well.

Approximately 2,500 dealerships have enrolled in Darwin Automotive's leading F&I software in just the past two years with. Driving their substantial growth is their ability to provide a prescriptive selling process for F&I protection aimed at today's car buyer.

“It’s a great time to be a consumer if you think about it,” said Battista “Never before have we had the amount of information and purchasing power at our fingertips. “Our dealers are seeing substantial gains in F&I profit because we are providing a process that resonates with the typical consumer and delivers their options for F&I protection in a way not previously seen”.

For more information, or to schedule a product demonstration call: 1-732-781-9010 or visit: <http://www.darwinautomotive.com>.

#### About ELEAD1ONE:

ELEAD1ONE, the benchmark in automotive software, helps dealers bridge the gap between sales, service, and marketing operations. The company’s automotive-only contact center, CRM, and service drive technologies are the foundations of their unique suite of products that drive its clients forward through strategic business advantage. Headquartered in Georgia, ELEAD1ONE has over 1,500 employees nationwide and serves more than 8,000 dealerships across the United States and Canada, including six of the top ten dealer groups.

ELEAD1ONE continues to lead the industry standard by providing insight to the community, identifying trends, and through the continuous development of personalized retail solutions that help dealers operate more profitably. For more information, visit our Website, like us on Facebook, YouTube, or follow us on LinkedIn, Twitter, and Instagram.

#### About Darwin Automotive:

Darwin Automotive was created by a team of industry experts who were involved in launching one of the first electronic F&I menus to ever hit the market. Thanks to partnerships with the largest F&I agencies and DMS providers in the country, Darwin has become the market leader in F&I menu software in the U.S. Darwin's advanced F&I solution is currently in use by 5 of the top 10 automotive groups in the country. For more information, visit [www.darwinautomotive.com](http://www.darwinautomotive.com)

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