Outside Financial Introduces New Approach to Car Financing

Outside Financial offers consumers an innovative way to find affordable, transparent auto financing from the comfort of home.

RICHMOND , VIRGINIA , USA, December 28, 2018 /EINPresswire.com/ -- Car loans and consumer-first don't usually appear in the same sentence – even for online car loans or online car refinancings. Until now. Outside Financial offers, a new approach to a process everyone agrees is painful, even though cars are the second-biggest purchases most Americans make.

At Outside Financial, education comes first. Their videos, articles, glossary, and tools are the best available on the internet. Their goal is for consumers to understand that auto loans are about more than just auto interest rates, and to secure loans before going to the dealership. For borrowers who already got the wrong loan, or who have improved their credit, Outside Financial helps secure auto refinances. Half of consumers don't even know they can refinance their car loans.

The Markup Index

Outside Financial's claim to fame is the introduction of the "Markup Index", a continuously updated database that measures exactly how much consumers spend on car loan markups. The index shows how dealerships (and other lenders) mark up prices with unclear or undisclosed add-ons. The company calculates that the average markup at auto dealerships is $1,717. Over 60% of consumers aren't aware that markups are legal, let alone standard practice in the industry. This lack of transparency is widespread, and Outside Financial was created to educate consumers and to help them save money.

Acquiring a Car Loan Online through Outside Financial

Outside Financial's loan process is simple and easy, and does not affect the applicant's credit score. After answering a few questions, Outside Financial matches the borrower with one of its trusted lenders, based on what's best for the customer, not the company. The customer chooses which lender to apply with, meaning no robocalls or spam emails from dozens of companies.

Outside Financial does not charge fees for its services. The result? Consumers can save $1,000 or more.

About the Company: Outside Financial is not a lender or a dealer. Instead, the company helps consumers understand their auto finance options and connects them to lenders from its network to find them the right loan, for a car purchase or auto refinance. For more information please visit https://www.outsidefinancial.com.

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