



We Help Dealers Takes Co-Op Management Beyond Claim Submission with a Complete Five-Step Process

Helping automotive dealerships identify, maximize, claim, and reconcile every available co-op dollar—with dedicated support from start to finish.

LAS VEGAS, NV, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [We Help Dealers](#) is

“

240,000. That’s how much co-op money the average dealer leaves unused each year —and 46% of dealers are doing exactly that, according to reports.”

T Novoa

changing the way automotive dealerships manage their OEM co-op funds by providing a comprehensive, end-to-end process designed to help dealers put more of the marketing dollars they have earned to work.

Unlike traditional [co-op management](#) providers that focus primarily on submitting claims, We Help Dealers manages the entire co-op process—from identifying available funds to forecasting opportunities, reviewing existing claims, submitting manual claims, and reconciling remaining

balances.

As part of that end-to-end approach, each dealership is assigned a dedicated We Help Dealers representative who serves as a consistent point of contact throughout the process. The representative works directly with the dealership to help navigate OEM requirements, identify opportunities, address questions, and keep the co-op process moving from initial review through final reconciliation.

“\$240,000. That’s how much co-op money the average dealer leaves unused each year —and 46% of dealers are doing exactly that, according to reports,” said Tina Novoa, Director of Operations at We Help Dealers. “Our goal is to give dealers both the process and the people they need to make sure those dollars don’t go unused.”

To help dealerships take control of their available co-op funds, We Help Dealers follows a proven five-step process:

1. Confirm — Determine unencumbered and available funds so dealerships know exactly what resources are available to them.

2. Calculate — Plan and forecast co-op opportunities based on program enrollment, helping dealerships make informed marketing and investment decisions.
3. Check — Review OEM auto-submitted claims for accuracy to identify potential discrepancies, missed opportunities, or funds that may not have been properly allocated.
4. Claim — Submit manual claims for eligible marketing expenses that may not be automatically submitted, including third-party lead providers and other qualifying activities.
5. Close — Reconcile submitted claims and available co-op funds to ensure accuracy and provide a complete picture of how funds have been used and what remains.

Throughout each step, the dealership's dedicated representative helps coordinate the process and provides ongoing support, giving dealers a knowledgeable resource they can turn to as questions, requirements, and opportunities arise.

"It's money they've earned—money that could be invested in marketing, generating leads, and growing their dealership," Novoa said. "Dealers shouldn't have to figure out a complicated co-op process on their own. That's why we assign every dealership a dedicated representative who helps guide them from beginning to end."

By managing co-op funds from beginning to end, We Help Dealers gives dealerships greater visibility, control, and hands-on support over a marketing resource that is often underutilized. The company's process is designed to go beyond simply processing paperwork and instead help dealers understand their available funds, identify opportunities, and ensure eligible dollars are actively being put to work.

"Dealers should stop giving co-op funds back to the OEM and put 100% of their co-op dollars to work," Novoa added.

For dealerships navigating complex OEM programs, changing requirements, and multiple types of eligible marketing expenses, We Help Dealers provides a structured approach to co-op management backed by a dedicated representative who helps guide the dealership through the entire process.

About We Help Dealers

[We Help Dealers delivers time-saving](#) dealership marketing, operational solutions, and franchise/OEM support grounded in firsthand automotive industry experience. Founded by professionals who know the dealership and OEM world from the inside, the company provides practical, customized support for everything from specialized projects to ongoing marketing and operational needs. At its core, We Help Dealers is built around a simple promise: We're the time you don't have.

T Novoa

We Help Dealers

+1 925-858-8201

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936636320>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.