



F&I Back End Sales



Monthly auto sales: **380**



ID theft product sales penetration:



Total ID theft product revenue:

\$50,256

38%



ID Product ROI: **392%**

ID Theft product with a 3/5 year term

"This exciting new product allows us to show our customers appreciation by giving them a FREE 1 yr of ID Theft coverage included in every car which leads to a potential revenue upsell opportunity in the F&I office."

Michael Gruber, General Manager