

FRAYZE · FREE GUIDE

The Independent Dealer's Lead Engine

Turn a used-car lot into a lead-capture machine.

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Independent and small-group dealers don't lose deals on price. They lose them on speed, follow-up, and being invisible at the exact moment a buyer is ready. This is the playbook for turning a used-car lot into a lead-capture machine — built by someone who ran it inside a multi-rooftop group.

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Why the independent dealer is in a fight

Buyers shop online for weeks, then decide in hours. By the time someone calls or fills out a form on a vehicle, they are *ready* — and they've sent the same message to two or three other dealers. The franchise store down the road has a BDC, a CRM, and an automated follow-up stack. The independent lot often has a salesperson's cell phone and a good memory.

That gap is the whole game. Close it and an independent dealer competes with anyone, because the inventory and the deal were never the problem — the response was.

400%

more inbound leads converted
(founder's auto-group result)

47%

lift in sales from catching & working
existing demand

\$1.7M

annual marketing savings by plugging
the leaks

CHAPTER 02

The four leaks on a dealer's lot

1. **The unanswered VDP lead.** Someone inquires on a specific vehicle after hours or during a busy Saturday. No instant response = they're at another lot by Monday.
2. **The walk-the-line tire-kicker** who never gets entered anywhere and is never followed up.
3. **The trade-in maybe.** "I might trade my truck" with no system to nurture it into an appraisal.
4. **The sold-and-forgotten customer** — no service follow-up, no review request, no referral ask, no repeat-buyer sequence.

The dealer lead engine, layer by layer

1. Catch every inquiry, instantly

- **Missed-call text-back** on the sales line so an unanswered call becomes a live text thread.
- **Instant auto-response** to every VDP/web lead with the vehicle details and a booking link — within seconds, day or night.
- **One inbox** for calls, texts, Facebook/Marketplace messages, and web chat so nothing is scattered across personal phones.

2. Work the lead like a BDC — without hiring one

- Every lead lands in a **pipeline** with a clear status: New → Contacted → Appointment → Showed → Sold.
- **Automated follow-up sequences** run for days: test-drive reminders, "still looking?" check-ins, finance pre-approval nudges.
- Hot leads (replied, clicked, booked) get **flagged for a human** so your best closer spends time on ready buyers, not data entry.

3. Turn inventory into lead magnets

- A fast, SEO-built site where every vehicle is its own page that ranks for *used [make] [model] [city]*.
- **Payment and affordability calculators** on each listing that capture a lead in exchange for a real number.
- **Trade-in / "what's my car worth"** capture that feeds the pipeline.
- **Concierge sourcing** ("can't find it? we'll find it") to capture buyers even when the lot doesn't have the unit.

4. Own your reputation

- **Automated review requests** by text after every sale and service visit — this is how independents out-rank franchise stores in the map pack.
- Reviews feed the SEO that brings the next buyer. It compounds.

5. Re-sell your database

- Service-due reminders, lease/loan-end equity offers, and reactivation campaigns to past buyers.
- The cheapest deal you'll ever make is the second one to a customer you already have.

CHAPTER 04

The franchise / OEM angle

If you run a franchise rooftop, your OEM site is locked down — you can't optimize it to rank for the used inventory that actually carries your margin. The play is a **separate, OEM-compliant "Used Cars in [City]" authority site** that ranks where the brand site can't, captures those leads, and feeds them straight into your CRM. Same engine, pointed at the gap the manufacturer leaves open.

CHAPTER 05

What good looks like on a dealer's lot

- Every after-hours inquiry gets an instant, useful reply.
- No lead lives on a salesperson's personal phone.
- Every shopper is in a follow-up sequence until they buy or opt out.
- Every sold customer gets a review request and a re-purchase sequence.
- You can see, today, how many leads came in, where they are, and what closed.

CHAPTER 06

The operator's note

This isn't theory. Before Frayze, our founder built and ran exactly this system across a six-location auto group: 400% growth in converted inbound leads, a 47% lift in sales, and \$1.7M in annual marketing savings — by catching and working the leads the dealership was already generating. Frayze packages that engine for independent and small-group dealers who want to fight above their weight.

CHAPTER 07

Your next step

Want to see your lot's leaks? Get a free dealer lead audit — we'll look at your inquiry response time, your inventory's search visibility, and your review presence, and show you the three fastest wins. No pressure, about 15 minutes.

The Independent Dealer's Lead Engine — your move.

Get a free dealer lead audit — your 3 fastest wins in 15 minutes.

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