Beyond Rates: Building Stronger Auto Dealership Loyalty

How Automotive Finance Providers Can Strengthen Dealer Relationships & Measure What Matters

Competitive rates may open the door—but relationships keep dealers coming back

Today's dealerships work with multiple lending partners offering similar financing options. The providers that stand out create ongoing engagement through communication, recognition, and value beyond the transaction.

Dealer satisfaction is heavily influenced by **sales representative relationships, funding processes, and finance provider support**—not just financing rates.

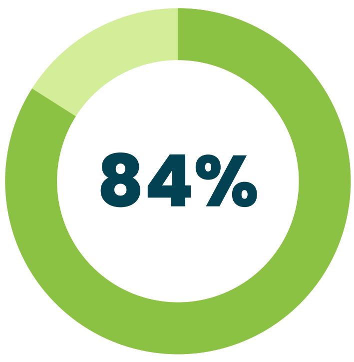
Dealers that maintain stronger relationships with lending partners report **higher satisfaction** than those with purely transactional lender relationships.

J.D. Power

Recognize more than funded loans

Leading automotive finance providers reward the behaviors that contribute to long-term success, including:

- Training completion
- Product adoption
- Digital tool usage
- Consistent application submissions
- Customer satisfaction initiatives



of customers say the experience a company provides is just as important as its products and services.

Salesforce

The best programs measure engagement—not just loan volume

Track KPIs like:

- Dealer Engagement
- Training Participation
- Campaign Participation
- Digital Adoption
- Dealer Engagement