





Mac Haik Auto Group

 **Location:** Houston, TX

 **Dealer Type:** Franchise

 **Customer Since:** 2016



“CarGurus Pre-Qualified Leads move through the sales process quicker than consumers who aren’t pre-qualified. They’ve mentally taken ownership already...They come in more committed to close and finalize their transaction.”

*Charles Smith, General Sales Manager,
Mac Haik Auto Group*

The Challenge

For Mac Haik Auto Group, digital leads have always been a pivotal part of their business. But as today’s consumers look to complete more of the car-buying process digitally, the dealership wanted to reach more financially prepared, ready-to-buy shoppers online. In particular, it wanted to capitalize on the high-quality Pre-Qualified Leads from CarGurus, closing more business while maintaining control of their financing operations.

The Approach

Mac Haik started receiving CarGurus Pre-Qualified Leads when the program first launched and quickly adapted their process to capitalize on these high-quality leads. Their business development center works closely with their salespeople to ensure Pre-Qualified Leads are followed up with quickly and frequently. Additionally, they keep their inventory up to date online, so the shopper knows if the vehicle they inquired on is still available, ensuring a seamless purchase process at the dealership.

The Results

The dealership has seen a tremendous impact on its stores’ sales since starting to receive CarGurus Pre-Qualified Leads. Because pre-qualified shoppers are less interested in haggling over price and move through the sales process quickly, Mac Haik’s sales team is able to work more efficiently and confidently close more sales. The dealership has seen a 12% increase in overall sales and has increased its financing income as a result of CarGurus Pre-Qualified Leads.

Key Metrics

- › 12% increase in overall sales
- › 24 extras cars sold per month
- › 38% higher close rate among Pre-Qualified Leads

