



# Putting Profits in Your Hands

The Digital Insurance Platform Exclusively for Automotive Retailers



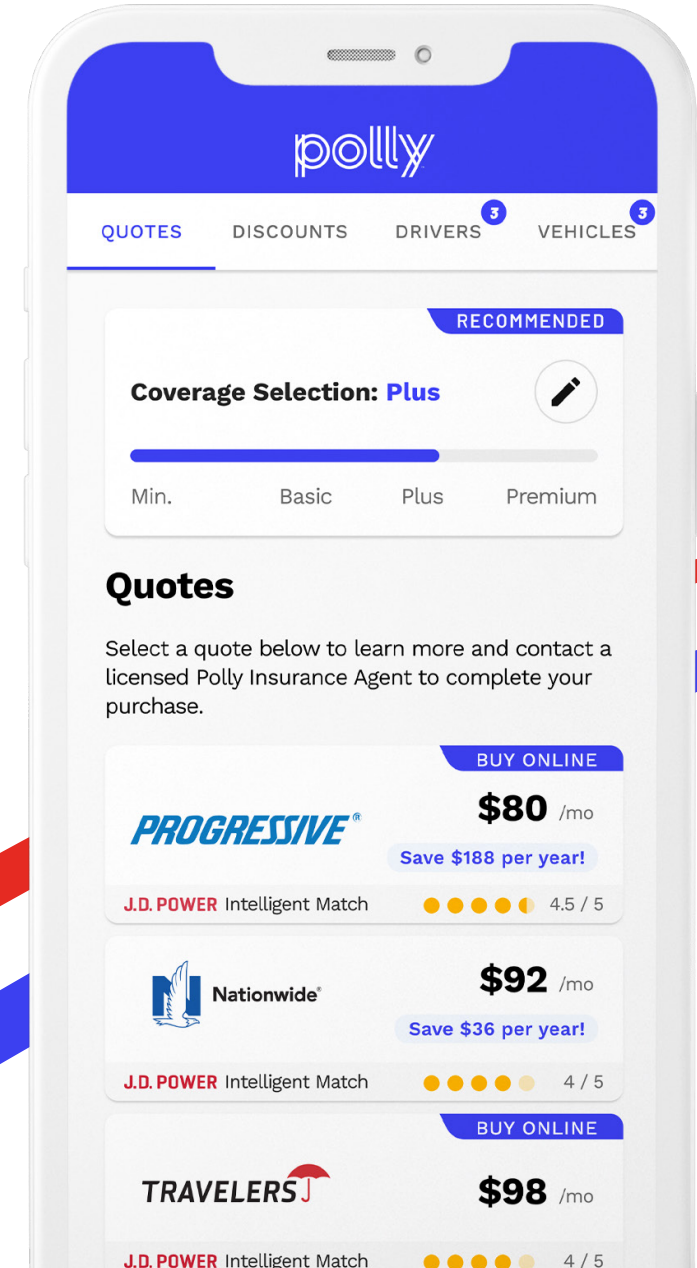
## A Note From Our Legal Department

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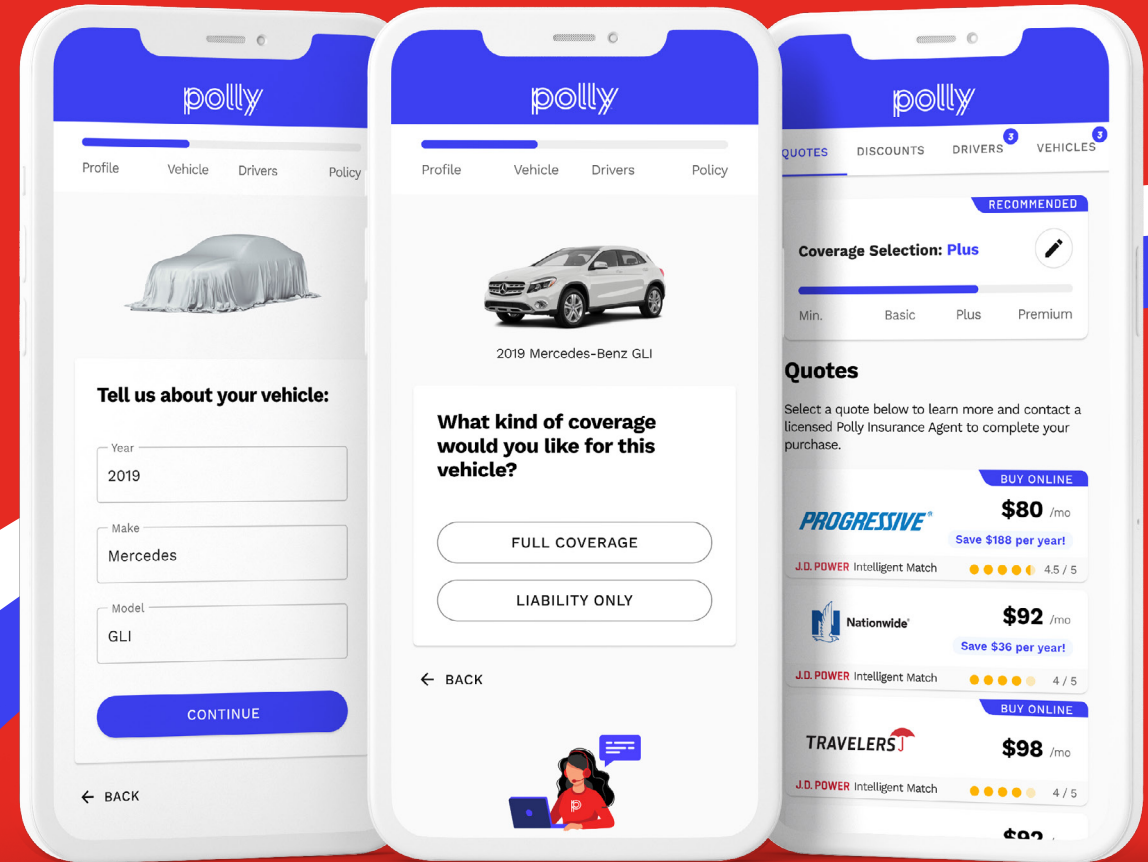
# The digital auto insurance marketplace that gives you more.

More satisfied customers. More opportunities. More profits. Need we say more? The Polly platform lets you integrate auto insurance directly into the car buying experience, saving your customers time and money while increasing your back-end profits. It's a win-win for your dealership.



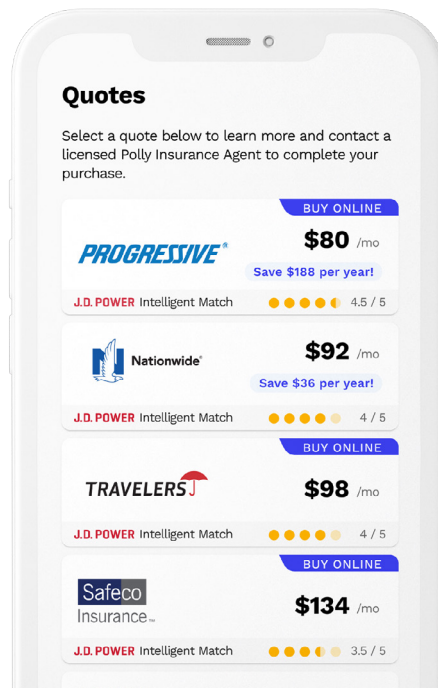


Fast, mobile quoting — all in one place — puts choice and savings directly in your customers' hands in just minutes.



# When customers save, dealers profit.

With quotes from multiple carriers, customers have more choices when it comes to finding savings—all within our easy-to-use web platform. And when customers have a greater potential to save, that can lead to a higher back-end gross for your dealership.



## CUSTOMER SAVINGS

**\$64** PER MONTH\*  
**\$768** PER YEAR\*

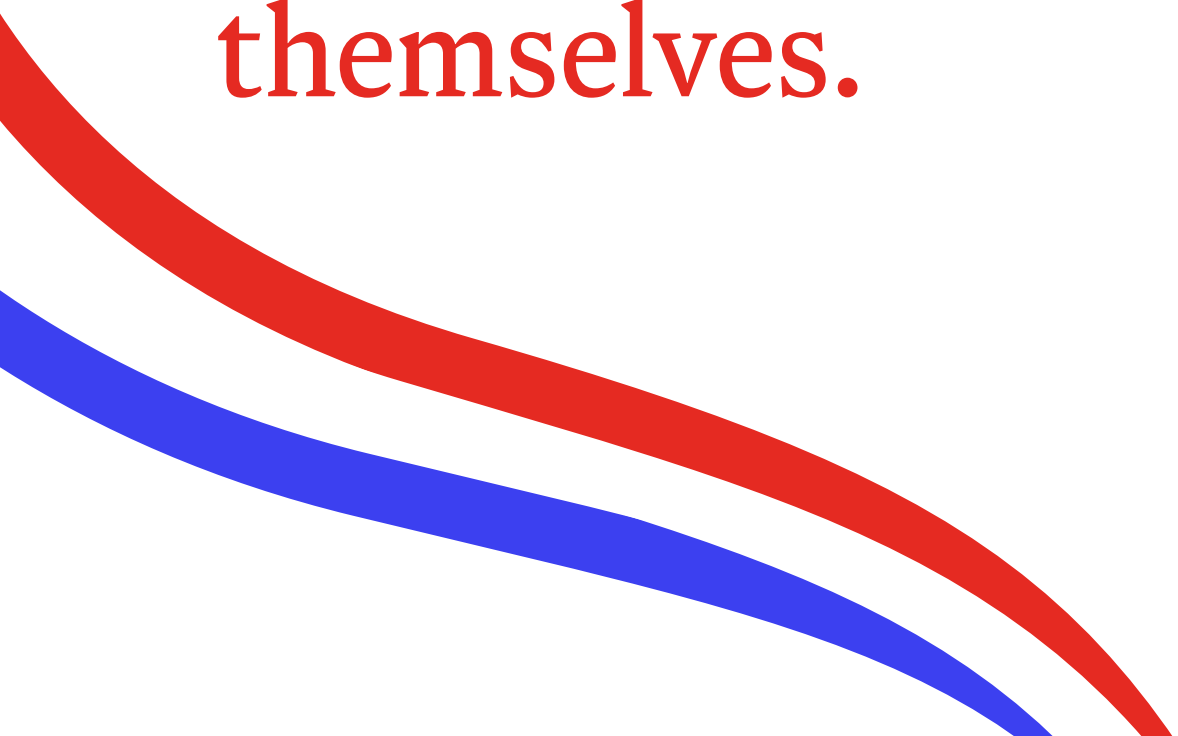
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## F&I PROFITS

**\$3,724** IN INCREASED CUSTOMER BUYING POWER\*\*  
**44%** AVERAGE INCREASE IN BACK-END GROSS\*\*

**All at no cost to your dealership**

\*Average auto insurance savings based on new Polly (formerly DealerPolicy) auto policyholders nationwide in 2020 who reported savings. Potential savings will vary.  
\*\*Based on 48,023 vehicle transactions between July 2019 and March 2021, comparing deals in which car buyer purchased insurance from Polly to non Polly deals. Based on used car APR of 9.5%, new car APR of 5% and a 72-month loan term. Potential savings will vary.



# The numbers from some of our dealers speak for themselves.

## See From Our Dealers

Increases in Back-end Gross

Large dealership group  
selling 1,720 cars annually\*

**\$695 | 35%**

Large dealership group  
selling 19,892 cars annually\*

**\$597 | 48%**

Large dealership group  
selling 7,743 cars annually\*

**\$364 | 34%**

Large dealership group  
selling 16,858 cars annually\*

**\$500 | 36%**

Torrington Toyota  
selling 1,065 cars annually\*\*

**\$389 | 32%**

Wallingford Auto Park  
selling 788 cars annually\*\*

**\$313 | 32%**

\*Based on Polly analysis. \*\*Based on dealer analysis.  
Data collected between November 2019 and June 2021.

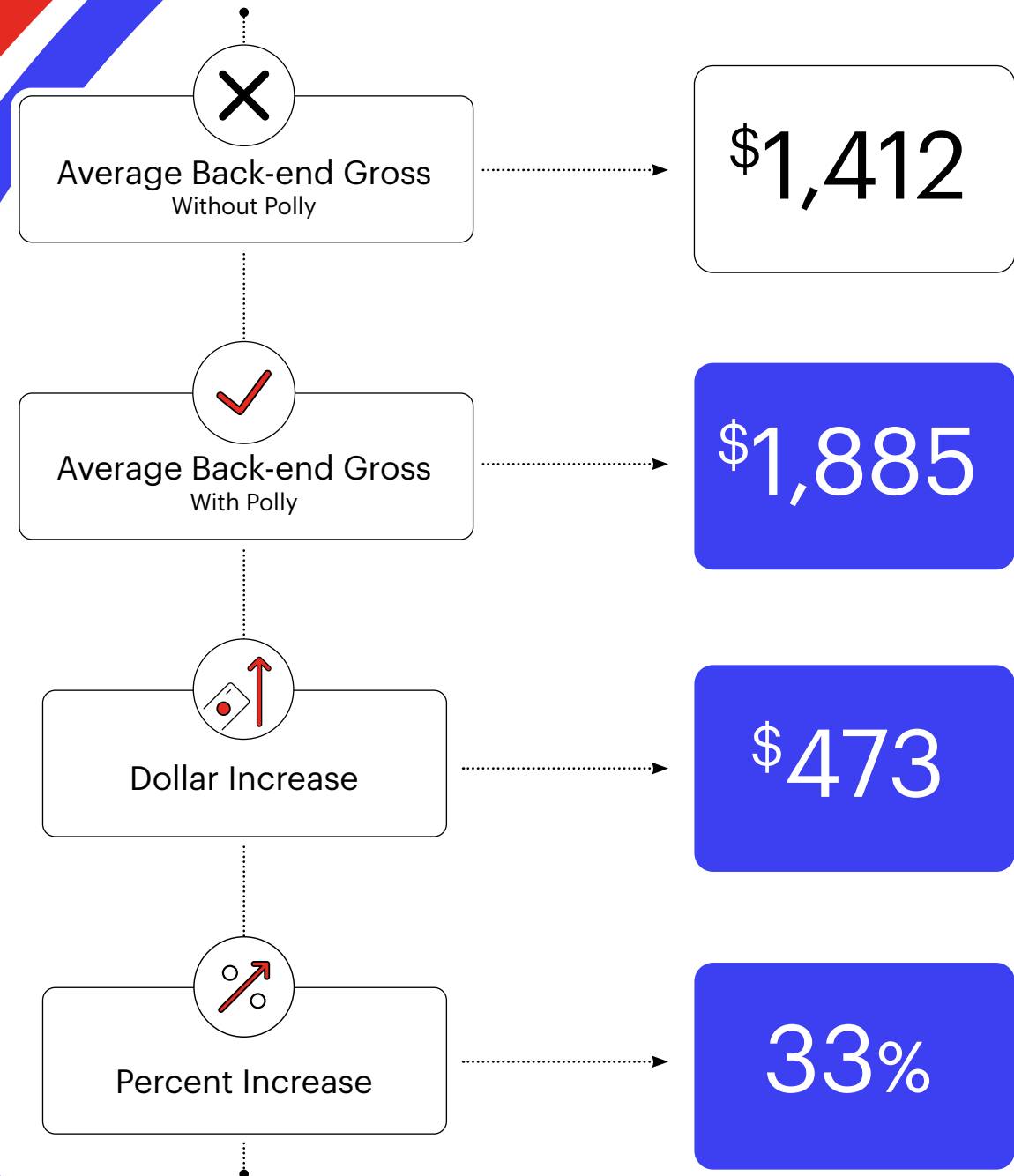
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## CASE STUDY

### Medium Dealer Group

Well-known in the New England area, this dealer group has over 35 dealerships representing over 30 different OEMs. Since 2019, customers of this dealer group have been able to shop for auto insurance with DealerPolicy Insurance while shopping for their car.

By adding Polly to their process, the group has seen impressive returns on deals involving auto insurance.



## CASE STUDY

### Large Dealer Group

With over 50 rooftops representing more than 26 OEM brands, this dealer group already had strong F&I margins but was looking to further maximize its profitability when it began working with Polly.

While the relationship began well before the onset of COVID-19, it proved especially fruitful in the last quarter of 2020 and the first half of 2021.

DEALERSHIP	# OF POLLY DEALS	F&I GROSS: POLLY DEALS	F&I GROSS: NON POLLY DEALS	DIFFERENCE
1	71	\$1,786	\$1,402	\$384
2	54	\$1,202	\$1,138	\$64
3	98	\$1,556	\$1,532	\$24
4	227	\$2,128	\$1,915	\$213
5	63	\$1,993	\$2,014	(\$21)
6	160	\$1,640	\$1,323	\$317
7	100	\$2,299	\$2,136	\$163
8	124	\$1,432	\$1,054	\$378
9	420	\$1,424	\$1,041	\$383
10	40	\$1,728	\$1,533	\$195
11	64	\$1,269	\$1,065	\$204
12	98	\$1,733	\$1,242	\$491
13	103	\$1,580	\$1,416	\$164
14	189	\$1,830	\$1,241	\$589
15	257	\$1,423	\$1,233	\$190
16	279	\$1,597	\$1,091	\$506
17	60	\$1,788	\$1,580	\$208
18	155	\$2,175	\$1,776	\$399
19	265	\$2,386	\$1,497	\$889
20	39	\$1,935	\$1,744	\$191
21	85	\$1,556	\$1,323	\$233
22	34	\$2,114	\$1,289	\$825
23	20	\$1,758	\$1,078	\$680
24	59	\$2,197	\$1,645	\$552
25	170	\$1,482	\$908	\$574
26	50	\$1,801	\$839	\$962
27	25	\$1,449	\$1,027	\$422
28	29	\$3,115	\$2,516	\$599
29	545	\$2,638	\$1,936	\$703
30	100	\$2,439	\$1,500	\$939
<b>AVERAGE</b>		<b>\$1,848</b>	<b>\$1,434</b>	<b>\$414</b>

**\$414**  
AVERAGE INCREASE  
PER DEAL

**29%**  
AVERAGE INCREASE IN  
BACK-END GROSS

*Based on 41,701 transactions  
between October 2020 and  
August 2021.*



# Additional Financial Opportunities



## Referral Payments

Dealers can receive up to \$50 in referral payments\* when a customer connects with a licensed Polly Agent. Dealership employees who facilitate the connection receive \$25.

\*Except in VA, WV and DE



## Premium Sharing

Licensed entities have the opportunity to earn 5% on all policy premiums.



# Join the 1,200+ dealers who already trust Polly to bring increased profits to their dealership.

Schedule a demo today to see just how easy it is to incorporate  
our innovative platform into your existing digital tool sets.

**Book a Demo**

**polly**

