

Commercial bank's dealer incentive program increases loan growth 25-30%!

CLIENT

Commercial and consumer U.S. bank with assets in the billions, a strong retail presence, and competitive auto lending rates.

SITUATION

The bank wanted to increase financing business from car dealers without using cash incentives or deeply discounting rates.

SOLUTION

Incentive Solutions developed a points-based incentive program that awarded high-value merchandise and travel packages for new loan contracts. This helped the bank build personal relationships with dealer finance managers.

RESULTS

25-30%
growth
in loan
contracts

Expansion
into new
geographical
markets

Monthly
average of
**2,000 new
loans**

