



## **Interactive Financial Marketing Group Processes Five Millionth Auto Loan Application**

*Milestone marks eight years of growth in auto finance lead generation*

**Richmond, VA – February 1, 2011** – [Interactive Financial Marketing Group](#) (IFMG), a division of [Dominion Enterprises](#), today announced it has distributed 5,000,000 online auto finance loan applications to its [Carloan.com](#) dealer network.

The key to achieving this significant accomplishment is the diverse network of auto finance web sites and partnerships that IFMG manages, combined with a proprietary lead routing system. Given the efficiency of its robust routing engine technology, IFMG has validated, screened and distributed an average of 625,000 car loan applications per year since the launch of the system. It achieved this historic level despite the recent economic downturn that has adversely impacted both the automotive and finance industries.

Prior to building the online marketing systems it currently uses for lead generation, IFMG kicked off its operations in 1989 using vanity phone numbers. Customized 800 numbers like 1-800-CAR-LOAN and 1-800-AUTO-LOAN generated auto finance applications that were then delivered to its dealer partners. The 5,000,000 application mark does not include applications that were received and processed before IFMG made the leap to the Internet in 2002.

“This is a landmark event in the history of IFMG,” said Tom Feary, General Manager of IFMG. “It reflects the trust that car buyers have in our auto finance websites such as Carloan.com, and the level of service our dealer network provides to those seeking a vehicle through financing. We’re looking forward to many more strong years connecting dealers to car buyers ready to be financed.”

IFMG invites auto dealers to visit Carloan.com at [booth #2046S](#) at the NADA Convention and Expo, February 5-7, 2011 in San Francisco to learn how they can join the Carloan.com dealer network.

### **About Interactive Financial Marketing Group:**

[Interactive Financial Marketing Group](#) (IFMG) is a pioneer in lead generation, validation and management services for the automotive industry. By focusing on innovative approaches to lead generation since its inception in 1989, IFMG has developed a family of brands that includes hundreds of the most recognized Internet addresses and vanity phone numbers such as [Carloan.com](#), [Autoloan.com](#), 1-800-CAR-LOAN® and 1-800-AUTO-LOAN®.

Interactive Financial Marketing Group is a division of Dominion Enterprises. For more company information, contact IFMG at 800-222-8374 or visit [www.interactivefmg.com](#). For more information about IFMG products and services, visit [www.carloanco.com](#).

### **About Dominion Enterprises**

Dominion Enterprises is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 40 market-leading Web sites reaching more than 17.6 million unique visitors monthly, and more than 280 magazines with a weekly circulation of 2.4 million. Headquartered in Norfolk, Va., the company has 4,900 employees in more than 186 offices nationwide. For more information, visit [www.dominionenterprises.com](http://www.dominionenterprises.com).

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