**FOR IMMEDIATE RELEASE**

**Dominion Dealer Solutions Launches My Payment for Dealers Nationwide**

**Norfolk, VA – February 25, 2016** – Dominion Dealer Solutions, provider of industry-leading automotive responsive websites and equity mining tools, has introduced My Payment for automotive retail dealers nationwide. Dominion’s [My Payment](http://www.drivedominion.com/mypayment) is a suite of tools designed to drive more leads from dealership websites by giving shoppers real answers to their payment questions. The application embedded on the dealership’s website moves consumers deeper into the sales funnel and increases leads for automotive retail dealers by 25-40%. The lead generation process from My Payment allows online shoppers to select exactly what they can afford and learn what their monthly payments would be for any specific vehicle.

In today’s automotive market, many car shoppers are more concerned with the price of the vehicle than the vehicle’s specifics or add-ons. My Payment captures the segment of consumers that are most focused on payment rather than a specific make or model. By targeting these car shoppers, the reach of the dealership’s website is broadened to include highly qualified leads, not just browsers. My Payment lets dealers provide easy, informative and engaging methods which shoppers can use to get accurate payment information and secure credit pre-qualification, and to shop based on the consumer-set payment levels. Strong calls to action encourage shoppers to contact the dealer after selecting a payment option by either phone or setting up an appointment online.

"Most website customers never convert because dealers offer so little for that conversion.  My Payment helps dealers offer the customer real information. This is why it generates so many leads from the dealership’s website,” noted Nicole Case, general manager for [managed services and digital](http://www.drivedominion.com/marketing/multi-channel-marketing/) at Dominion Dealer Solutions.  “Best of all, these are leads that enter into the buying process and result in higher front end and back end profits for the dealership. It’s the best web and marketing conversion solution available today in the automotive industry."

My Payment instantly calculates monthly payments for banks, OEM leases or finance programs, based on configurable dealer profit structure including: customizable reserve markups, down payments, pricing options, credit tiered rates, and all applicable rebates and incentives. Dealers using My Payment on their website can pull reports on interested shoppers by income as well as credit score. My Payment includes fully compliant disclosures for all qualifying programs and terms and is updated daily. The proprietary soft pull credit technology does not require a social security number or date of birth from the consumer. It displays monthly payments for every vehicle in stock and is mobile-optimized, providing highly-qualified leads to the dealer. My Payment’s suite of tools equips shoppers to make better decisions about which vehicles fit their budgets, thus creating a relationship of trust with the dealership.

”My Payment is a shining example of a suite of tools that gives shoppers something truly valuable while driving results for the dealer,” added Sean Stansell, product director for [Dominion Websites](http://www.drivedominion.com/marketing/reputation-management/). “It’s the true definition of a win-win.”

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**About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Solutions include customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform.  Dominion’s Progressive Retail Solutions also feature lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions.  Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](http://www.drivedominion.com/), like us on [Facebook](http://www.facebook.com/dominiondealersolutions), [Pinterest](http://www.pinterest.com/dominionds) or [YouTube](http://www.youtube.com/dominiondealer), or follow us on [Twitter](http://www.twitter.com/dominiondealer).

**About Dominion Enterprises**

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, parenting, and travel industries. The company’s businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, customer relationship management, website design and hosting, and data management services.  The company has more than 45 market-leading websites reaching more than 20 million unique visitors monthly.  More than 77 million For Rent®, and HotelCoupons.com® publications are distributed nationwide each year.  Headquartered in Norfolk, Virginia, the company has 3,300 employees in more than 145 offices in the United States, Canada, England, Spain and Italy. For more information, visit DominionEnterprises.com.

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