



# Making More DEALS HAPPEN

LMGFINANCE.CA





# Meet **LMG Finance**

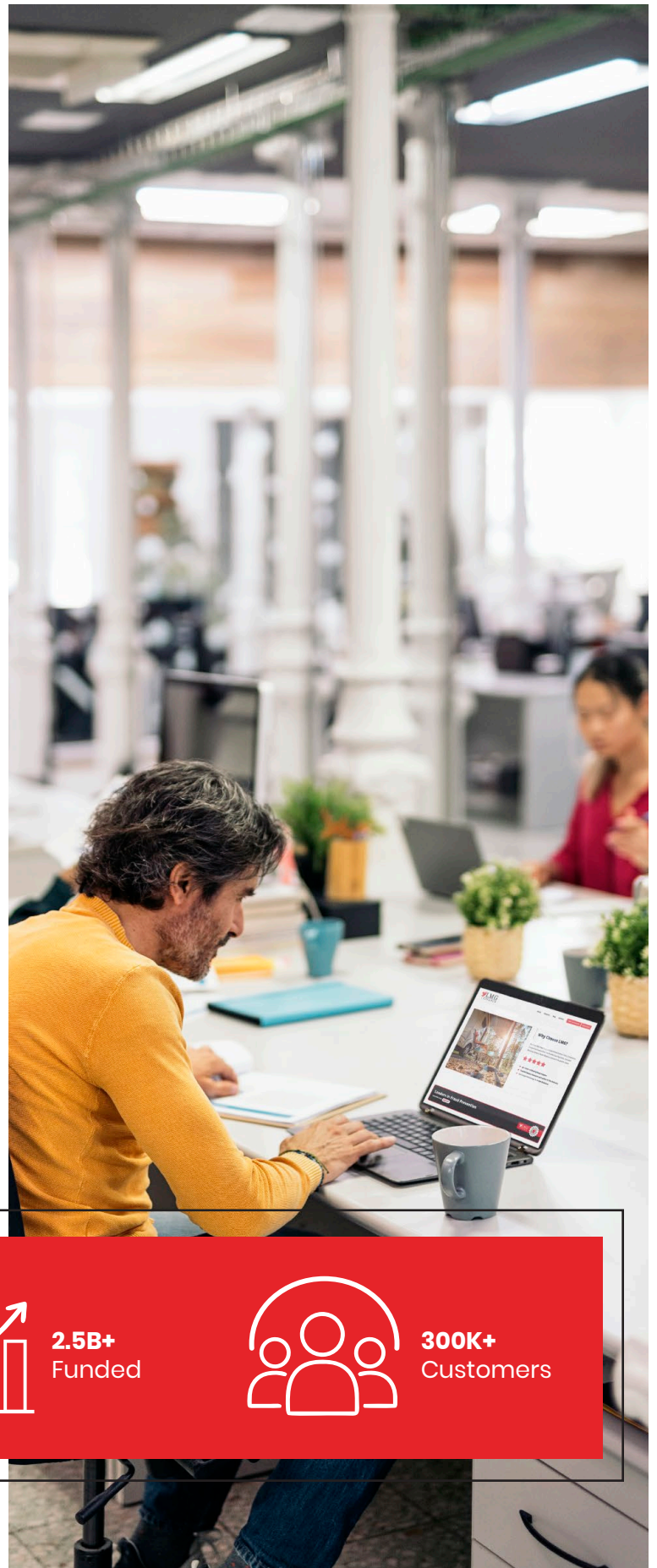
**LMG Finance delivers end-to-end financing solutions designed to help dealerships streamline operations, increase profitability, and improve the customer experience.**

We act as an extension of your team—providing flexible financing options across all credit types, supported by a strong lender network and fully managed F&I services. Our approach reduces friction, improves efficiency, and helps you close more deals.

Our proprietary LoanLink technology gives you full visibility into your sales pipeline, while integrated marketing tools drive qualified leads and support consistent conversion. Together, this creates a seamless financing experience from first interaction to final approval.

We are equally committed to industry compliance and risk management, with processes and tools designed to meet regulatory standards and detect transactional fraud—protecting both your business and your customers.

With over 20 years of experience and more than \$2.5 billion funded across 300,000+ customers, **LMG Finance is a proven partner focused on helping you grow.**



**20+ Years**  
Experience



**2.5B+**  
Funded



**300K+**  
Customers

# Full Service **F & I**

## End-to-End Financing, Fully Managed

Optimize your profit potential – From initial lead to deal closure, we handle the entire financing process, so your team can focus on selling and building customer relationships.



## Close More Deals, Increase Profit

- Dedicated Expert Team
- Higher Lead Conversions & Retention
- Increased Profitability
- Competitive, Diverse Lender Network
- 24/7 Access – Always Connected

## Your In-House Financing Partner

We integrate directly into your dealership, providing a seamless financing experience through a simple online application and full process management. Our F&I outsource solution – feels “in-house”, working connectedly with your team.



### **FINANCING EXPERTS**

Experienced across the full loan lifecycle—delivering speed, accuracy, and consistency.



### **STRONG LENDER NETWORK**

Access competitive financing options across all credit profiles.



### **REDUCE COSTS, INCREASE PERFORMANCE**

Dealers working with LMG Finance consistently outperform traditional in-house models, improving efficiency and profitability.



### **PROVEN RESULTS**

Higher approvals, stronger lead retention and measurable performance gains.

# LMG Assist

## Near & Non-Prime Solutions – Turning Declines into Approvals

Designed to turn declined applications into funded deals, unlocking new revenue opportunities. With LMG Assist sourcing flexible lending options and alternative approvals, dealerships keep inventory moving by saying “YES” to more “tough credit” customers (who might otherwise walk away).



### More Approvals

Our **Assist** program helps solve challenges dealerships have with declined deals, credit-challenged customers, and Finance Office turnover.



### More Sales

Stop striking out! An approval is most attainable with **Assist** – *taking that 2nd and even 3rd swing!* Driving the hard, tough deals home sets up customers to improve their credit for future sales!



### More Profit

The **Assist** team specializes in grinding out credit challenged declines into competitive approvals! More financed approvals/sales = more profit!



## Leaders in Fraud Prevention

### Built for Trust & Protection

At LMG Finance, fraud mitigation isn't an add-on, it's built into how we do business.

### Instant ID Verification to STOP FRAUD Fast

#### LMG Finance: A Key Part of Every Sale



Identity Verification



Detection of Synthetic Identity Fraud



Red Flag & Anomaly Detection



Reduced Charge Backs & Buy Backs



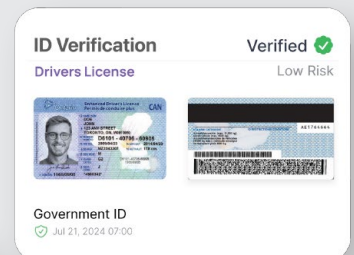
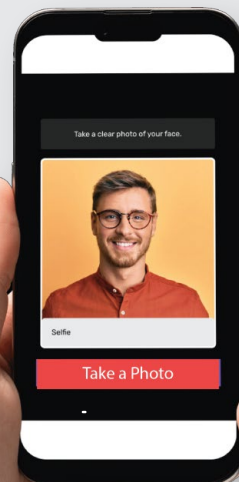
Lower Financial Loss & Risk Exposure



Smart Risk Scoring



Improved Compliance & Audit Protection



# Technology

## Control Your Pipeline – Accelerate Results

- Real-time Deal Tracking
- Lead Management
- Secure, Compliant Processing
- Digital Document Signing
- Advanced Reporting
- Faster Funding

### ✓ Sales Pipeline Visibility

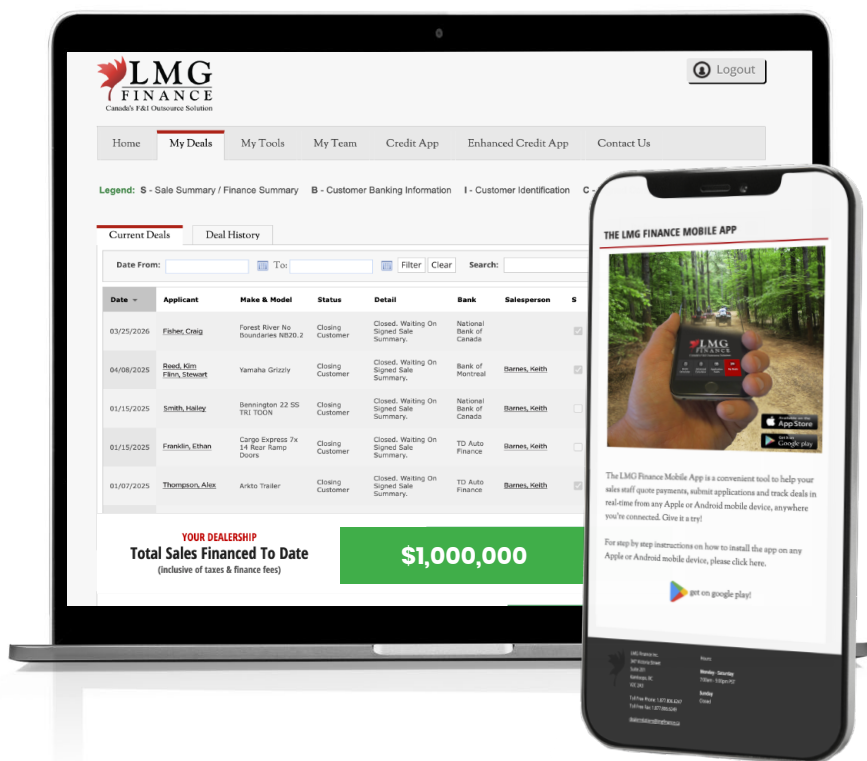
Track every deal from lead to close. Identify bottlenecks and accelerate deal completion with full transparency.

### ✓ Lead Management

Monitor and manage leads – ensuring no opportunity is missed.

### ✓ Digital Document Execution

Enable fast secure e-signatures, reducing delays with paperless processing.



**LMG Finance's software streamlines real-time communication with integrated email, text, and one-click calling—making it faster and easier for your sales team to connect with leads.**



### Secure & Compliant

Biometric ID verification and secure systems help prevent fraud and support compliance standards.



### Real-Time Communication

Centralized communication keeps your team aligned and efficient.



### Reporting & Insights

Access detailed performance data tracking across leads, financials and team activity to support informed decision making.



### Accountability & Performance

Track activity, follow-ups and results with ease.



# Marketing

## Built to Generate and Convert

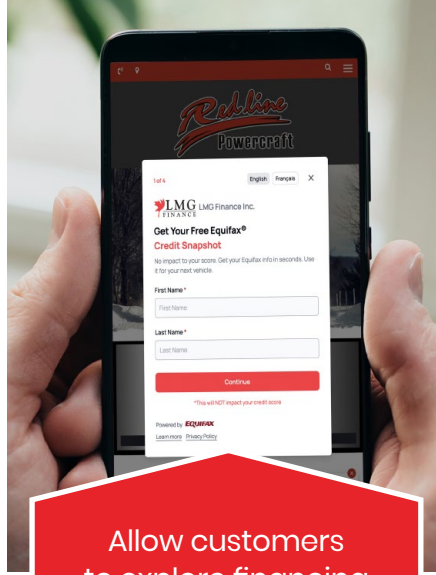
Our marketing solutions are designed to attract qualified leads and guide them through the financing journey.

### Lead Generation



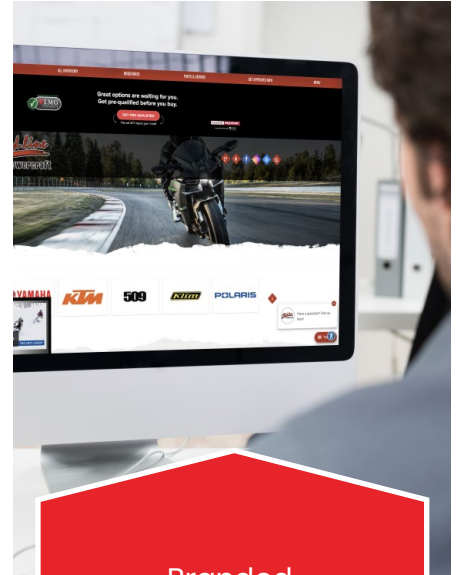
Turn your website into a **high-performing lead engine** by capturing and engaging interested buyers.

### Pre-Qualification Tools



Allow customers to explore financing options with a soft credit check - increasing engagement **without impacting their credit score.**

### Custom Landing Pages



Branded, high-converting pages that **capture and store valuable lead data.**



### Lead Nurturing

Stay connected with prospects through strategic follow-up that moves them closer to purchase.

### Remarketing

Re-engage interested buyers with targeted campaigns that keep your brand top-of-mind.

### Point-of-Sale Marketing Materials

Enhance in-store engagement with professional materials that support financing conversions at the point of decision.



**20+ Years**  
Experience



**2.5B+**  
Funded



**300K+**  
Customers

## Partner with **LMG Finance**

We are committed to delivering the same level of service and professionalism you provide—helping you close more deals, increase profitability, and scale with confidence.



### **Contact Us Today!**

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