

*“The perfect business model exists when there’s a VALUABLE NEED
and a proven way to SOLVE THAT NEED.”*

**Why risk losing \$400 per lease
as well as your best customers?**

INSTANTLY INCREASE YOUR DEALER PROFIT & CUSTOMER SATISFACTION

**INTRODUCING BLOODHOUND ASSET RECOVERY CLUB™
SMARTKEY REPLACEMENT SERVICE PLAN**

BECOME A RESELLER

**A Lost SmartKey =
Lost Profits & Lost Future Business**

Dealer Challenges

FREQUENCY OF LOST KEYS

A recent New York Daily News survey of 1,000 US adults reveals that **car keys are today’s #1 misplaced or lost item**. Too many car leases are turned in WITHOUT the SmartKey... and the replacement cost of these expensive keys could be \$400, \$600, \$800 or more!

This all-too-common problem is more than a simple inconvenience. Either your dealership ends up eating the cost, or it ends up upsetting the customer. Bottom line: Missing SmartKeys hurt your profits as well as your customer retention.

It's a growing problem that just couldn't be ignored any longer...

SmartKeys FOUND. Along with Profits and Goodwill.

Introducing BARC™

TODAY'S MOST PROVEN SMARTKEY RECOVERY AND REPLACEMENT PLAN

What is BARC™ BLOODHOUND ASSET RECOVERY CLUB™ SmartKey Replacement Service Plan?

The BARC™ SmartKey Replacement Service Plan blends cutting-edge Beacon technology with a Key Replacement Plan. This saves both you and your customers time, money and aggravation!

- Find Misplaced SmartKeys FAST with TrackR™ Beacons
- Replace Lost SmartKeys with our Affordable Service Plan
- Offer Your Customers Peace of Mind
- Protect Against Lease Turn-in Future Costs

A 3-year subscription to BARC™ includes \$700 in Key Replacement Service Benefits for Fast & Easy Claims Processing.

Our Mission

The BLOODHOUND ASSET RECOVERY CLUB™ Mission is to increase dealer profits, increase customer appreciation and make salespeople more successful. We do this by helping to eliminate the expense and hassle associated with lost SmartKeys at the time of lease renewal.

Grow Dealer Profits

BARC™ provides you 2 proven ways to build profit for your dealership:

- Eliminate current perpetual keychain expense
- Retain additional gross profit on each BARC™ SmartKey Replacement Service Plan

OFF-LEASE RE-MARKETING PRIORITIZES THE GROUNDING DEALER

- **FACT #1:** Lease return rates should begin to creep back up beginning in 2016-2017
- **FACT #2:** Manufacturers and captive lessors will continue to heavily rely on their dealer network—and, most notably, the grounding dealer to dispose of returning off-lease vehicles
- **FACT #3:** As off-lease volumes grow in coming years, it is likely that the captive lessor will still put priority on that first possible sale, to the grounding dealer, and offer an attractive price to achieve it.

Source: Manheim 2016 Used Car Market Report

Become Your Customers' HERO

Save Time, Money, Aggravation

BLOODHOUND ASSET RECOVERY CLUB™ SmartKey Replacement Service Plan blends Beacon technology with a Key Replacement Plan saving you time, money and aggravation!

PEACE OF MIND

Typical SmartKey replacement costs average over \$400. BARC™ gives you and your customers peace of mind by insuring both keys AND providing a Bluetooth® tracker to find them when they're misplaced.

No More Lost Keys at Lease Turn-in!

FAST REPLACEMENT

Customer keys are immediately replaced right at your dealership at no cost to the customer. Claims are handled in a timely manner.

Powerful Technology

POWERED BY TRACKR™ BRAVO

The TrackR™ is a Bluetooth device that connects to an app running on your phone. The phone app can monitor the distance between the phone and device by analyzing the power level of the received signal. This link can be used to ring the TrackR™ device or have the TrackR™ device ring the phone.

BLUETOOTH LOW ENERGY

The device uses a new kind of radio called Bluetooth Low Energy. Don't let the name fool you. Bluetooth Low Energy is not the same as Bluetooth Classic and consumes 50 times less power than Bluetooth Classic.

TrackR™ was one of the first companies to use Bluetooth Low Energy in 2011. This amazing technology enables TrackR™ to have up to 1-year battery life while maintaining a very small footprint.

SERVICE PLAN DETAILS

We blend SmartKey replacement plans with leading-edge beacon technology to help find and replace lost keys. Plans include:

- Lost Key Replacement
- Two (2) Free **Dealer Branded** Beacons
- 3-Year Multiple Key Benefit
- \$700 Annual Benefit
- Transferable Coverage
- 24-Hour Lockout Assistance

TECHNICAL SPECS

- Size: Diameter - 31mm Thickness 3.5mm
- Max Battery Life: 1 year (CR1620)
- Device Ringer Volume: Up to 92dB

- Bluetooth Range: Up to 100f
- Materials: Anodized Aluminum, Plastic
- Safe for Pets: Yes
- Works World Wide: Yes

Market Your Dealership

Brand Your Business 24/7

When your customers have a constant reminder of your dealership, they come back again and again... and bring friends and family. BLOODHOUND ASSET RECOVERY CLUB™ SmartKey Replacement Service Plans include your customized artwork on the TrackR™ device. Give your customers a quality product that keeps their keys safe and your brand visible at all times.

Never Risk Losing a SmartKey or Customer Again...

Without the BARC™ SmartKey Replacement Service Plan in your corner, how many LOST SmartKeys will you have to deal with this year? Not only can every lost SmartKey cost your dealership profits, they can cost you once loyal customers too.

Now's your chance for your customers to see you as a dealership offering innovative solutions. With the BARC™ SmartKey Replacement Service Plan, you and your customers will have peace of mind knowing the time, expense and aggravation of lost SmartKeys is a thing of the past.

Go ahead and take the first step to providing an added dealership service that's unique in your area. [Sign up to become a BLOODHOUND ASSET RECOVERY CLUB™ Reseller.](#)