

7

TRAITS TO LOOK FOR IN A VSC PROVIDER

1

REPUTATION

A company with decades of experience has **proven stability**, even in volatile economic times. Look for a provider with **insurance backing** that is **rated highly** with A.M. Best and the BBB.

2

INDUSTRY KNOWLEDGE

Based on its expertise in the industry, a VSC provider should be able to properly **assess vehicle risk** and **reserve accordingly**, protecting your business and your reputation.

3

PROFIT OPPORTUNITIES

It's all about remaining profitable and protecting your **back-end profit** opportunities. A provider specializing in **high-mileage vehicles** can offer profit-sharing programs designed to maximize profit on unused reserves.

4

PAID CLAIMS

Review how much a provider has **paid in claims** and how **fast** the claims process is for drivers. Also, look into how **flexible** the product offering is to fit your unique needs.

7

PRICE

Yes, **price** is important. You don't want to price out your customers and lenders. Find a **balance** between price and other important criteria to find the real **value**.

6

OTHER PARTNERS

Referrals are powerful. Learn what other dealers say about the VSC provider you're considering. See if your business aligns with the provider's **company culture** and **values**.

5

TECHNOLOGY

At this point, any VSC provider should accept service contract **applications online**. Even better is if they **integrate with your DMS** provider and allow **online claims** submissions. Bonus points for **online training** capabilities.



Interested in working with a service contract provider that checks all the boxes? GWC Warranty helps dealers sell more cars by giving car shoppers the confidence to become car buyers.

GWCWarranty.com | 800.482.7357

