



Portfolio Partners With CarNow

Portfolio has entered into a strategic partnership with CarNow, a leading innovator in the automotive retail industry. Established in 2014, CarNow has been at the forefront of revolutionizing the car buying experience for consumers and dealers alike. With hundreds of employees across the United States, CarNow brings sophisticated digital automotive retail knowledge, a strong presence and boots-on-the-ground dealer support to the collaboration.

CarNow's mission is rooted in creating streamlined, real-time experiences that enhance dealership operations and simplify transactions between dealers and customers. They have achieved remarkable recognition within the automotive retail sector, including six Driving Sales Awards for top chat platform and five DSAs for top digital retailing tool.

CarNow's commitment to excellence extends to their extensive network of partners, including substantial dealership customers, strong OEM relationships, messaging partners such as Facebook Messenger/Meta as well as trade, lending and credit, payment, F&I accessory and DMS partners.

"Our collaboration with CarNow is a significant milestone for our organization," said Chad Millspaugh, vice president of sales at Portfolio. "In our experience, dealers are asking for help and looking to us to assist them in finding online solutions. Partnering with CarNow allows us to do just that, seamlessly."

"We're incredibly excited about teaming up with Portfolio," said Darren Weagly, CarNow's national agency director. "This partnership makes sense, as our strengths complement each other perfectly. CarNow's automotive retail expertise combined with Portfolio's support is a powerful match, and together, we'll continue to take the car-buying experience to the next level."

For details, visit [CarNow.com](https://www.carnow.com).