



Portfolio Partners With WebBuy

Portfolio has entered into a strategic partnership with WebBuy, a leading innovator in the automotive industry. WebBuy's revolutionary digital retailing platform aims to transform the car buying experience for consumers and dealers alike. With a mission to empower consumers, provide transparency and enhance convenience, WebBuy aspires to set the industry standard through our advanced omnichannel approach.

"Partnering with WebBuy is a great win for our organization," said Portfolio's vice president of sales, Chad Millspaugh. "Consumers are clamoring for a more personalized approach to buying online and our dealers are turning to us for guidance on how to best achieve that goal and thereby increase their profitability and success. By collaborating with WebBuy, we can ensure that digital sales and marketing efforts are fully optimized, helping to drive more of today's savvy online consumers into the dealership."

As the automotive industry undergoes a significant transformation, WebBuy invites dealers to embrace the digital retailing revolution. By partnering with WebBuy, dealers can attract new buyers, generate leads 24/7, and provide a superior buying experience that aligns with the demands of modern consumers.

"Our team is excited to bring a game-changing solution to the automotive retail market," said Matthew Dykstra, chief revenue officer at WebBuy. "WebBuy's digital retailing platform sets a new standard for convenience, transparency, and efficiency in car buying. We believe that the future of automotive retail sales is rooted in delivering a customer-centric experience that is dealer-centric and meets the expectations of modern consumers."

A New Era of Car Buying Convenience

In response to consumer demands for convenience and transparency, WebBuy has developed a fully-integrated, dealer-centric car buying web application. Recognizing the growing number of auto shoppers willing to complete the entire purchase process online, WebBuy has designed a platform that caters to these evolving consumer needs. WebBuy is built by dealers, funded by dealers and will continue to be the most dealer centric platform in the ever-changing digital retailing landscape.

Key Features of the WebBuy Platform:

- **Empowering Consumers, Meeting Them on Their Terms:** WebBuy's primary focus is to provide convenience and transparency to consumers by empowering them in the car buying transaction and meeting them on their terms. The digital retailing solution allows consumers to research products, view dealer inventory, browse applicable accessories, explore transparent pricing, shop for competitive rates, educate themselves on F&I offers and access connected car services, all within the domain of the dealer website. This customer-centric approach enables buyers to enjoy a seamless digital engagement comparable to leading ecommerce platforms.
- **Enhancing Dealer-Customer Relationships:** WebBuy's mission is to deliver transparency and convenience while fostering stronger relationships between dealers and customers. By offering a fully customizable experience for both dealers and consumers, WebBuy ensures that every interaction is tailored to the unique preferences of each party. With a focus on seamless dealer engagement, transparent pricing and real-time credit approval, WebBuy aims to improve customer satisfaction while streamlining the sales process for dealers.



- **Seamless Integration:** WebBuy extends its offerings by providing dealers with features that seamlessly integrate with showroom operations. This innovative capability empowers consumers to initiate their purchase journey online and seamlessly conclude it within the showroom environment, all within a platform which the consumer is already familiar. This feature underscores our commitment to transparency and responds to the longstanding demands of consumers who have expressed dissatisfaction with the conventional car buying process. WebBuy is at the forefront of transforming how dealers perceive digital retailing, while also shaping consumers' expectations for a more streamlined car purchasing experience in the days ahead.
- **The Future of Automotive Retail Sales:** WebBuy envisions a future where digital retailing becomes the norm in the automotive industry. As manufacturers recognize the importance of consumer demands for a better buying experience, the adoption of digital retailing is becoming a key strategic imperative. WebBuy's solution empowers dealers to align with evolving consumer preferences and OEM requirements, positioning them for success in the ever-changing automotive retail landscape while allowing the dealer full control over a process that has been seen as outside the dealers control in the past.
- **The WebBuy Advantage:** WebBuy's comprehensive Digital Retailing tool boasts several key features that set it apart from traditional automotive sales processes. With an intuitive interface accessible on both desktop and mobile devices, customers can control their car-buying journey from anywhere, at any time. The platform allows for real-time credit application analysis, multiple lender offers, transparent pricing and a hassle-free checkout process that mirrors the convenience of ecommerce giants.

For more details, visit [WebBuy.com](https://www.webbuy.com).