



Dealer Marketing Services, Inc, Officially Launches, the Car Credit Network.

The Car Credit Network helps car buyers get Pre-Approved for a loan prior to visiting a car dealership. Today over 50% of the American population has something on their credit report that will negatively effect or prevent them from obtaining financing for a new or used vehicle, the Car Credit Network can help them get approved.

Rock Island, IL ([PRWEB](#)) January 1, 2004 --After 6 months of beta testing and program development, the Car Credit Network welcomes car buyers and car dealers to a pioneering new service designed to assist the growing number of Americans with credit problems.

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Dealer Marketing Services, Inc. the creators of ProMax Online, the number one selling Special Finance software program in the country developed this innovative service after receiving feedback from their dealership clients. "Our dealer clients have been complaining about the problems associated with the lead generation programs and more importantly the challenges that they face relative to contacting the customer and helping them secure financing", explains John Palmer, the CEO of Dealer Marketing Services, Inc.

The Car Credit Network is a service that works with the consumer to assist them in securing financing. Once the consumer is approved for a loan and they have all the documentation required by the lender, CCN schedules an appointment for the customer to visit a local dealership. This empowers consumers with credit problems by assisting them in securing financing, prior to visiting a dealership while saving the dealership time and money because the customer has been Pre-Approved for a loan and can purchase a vehicle.

"Many dealers do not have the staff or expertise needed to assist a credit challenged customer, but thru the Car Credit Network the dealer is now in a position to sell more vehicles and reach a much broader customer base", according to Mike Rexroat, Vice President of Dealer Marking Services, Inc.

Dealer Marketing Services, Inc. is located in Rock Island, Illinois and been in business since 1995 servicing over 700 dealership clients nationwide.

For additional information please visit: <http://www.carcreditnetwork.com>

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CAR CREDIT NETWORK

<http://www.carcreditnetwork.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).