



## CrossCheck Helps Phil Long Dealerships Drive-Up Sales

*ROHNERT PARK, Calif. (PR Web) — CrossCheck, Inc., the nation's largest privately held payment guarantee-company has announced that seven Phil Long Dealerships, including franchises of Chrysler, Ford, Jeep, Mitsubishi, Saturn, and European imports, have been successfully using CrossCheck's check guarantee programs to ensure payments and increase sales for nearly a year.*

ROHNERT PARK, Calif. ([PRWEB](#)) April 24, 2003 -company has announced that seven Phil Long Dealerships, including franchises of Chrysler, Ford, Jeep, Mitsubishi, Saturn, and European imports, have been successfully using CrossCheck's check guarantee programs to ensure payments and increase sales for nearly a year.

The Phil Long dealerships' customized guarantee program protects them against stop payments and gives them the highest percentage of approved transactions. They are also able increase sales and customer service by allowing customers to write multiple checks to spread payments out over time or use multiple forms of payment for purchases.

"Multiple Check is an important tool, especially for auto dealerships," said CrossCheck's President and CEO J. David Siembieda. "When customers don't have enough cash-in-hand or need a little extra time for a major purchase, our Multiple Check program enables them to make the purchase by paying incrementally."

According to the Federal Reserve, approximately 50 billion checks are written by consumers and businesses every year, totaling \$48 trillion in payments. About 300 million of those checks are returned. CrossCheck helps protect businesses against losses due to returned and fraudulent checks.

Phil Long dealerships have had a presence in Colorado for more than 50 years. They also sell cars via their Web site [www.phillong.com](http://www.phillong.com). Several of the franchises are listed in the Ward's Dealer Business Top 500 U.S. dealerships.

Founded in 1983, CrossCheck provides payment guarantee solutions to more than 79,000 retail and dealer outlets nationwide and handled more than \$10.2 billion in guaranteed transactions in 2002. Its goal for nearly two decades has been to provide merchant customers with increased profitability while reducing their financial risk. CrossCheck is known for industry firsts and cutting-edge technology in the point-of-sale financial services marketplace. For more information, visit CrossCheck's Web site at [www.cross-check.com](http://www.cross-check.com) or call (800) 654-2365.



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