



A unique marketing tool for the auto sales industry

WHAT IS IT?

BK Xpress™ is a unique marketing tool for the Auto Sales Industry. Use it to target your special financing customers like never before! Reaching customers who need to rebuild their credit after bankruptcy is now an easier process. Used as special financing software you will finally be in complete control of your marketing strategy.

BK Xpress is what your Special Financing department has been waiting for.

- Allows YOU to capture data from PACER and target your special financing customers with customizable letters, mailers and more....
- Expands your overall mass mailing capabilities with a powerful Letter Designer.

WE ARE GOING TO BE IN YOUR AREA SOON

TULSA OK – May 1st – 18th
 OKC, OK May 18th-20th
 Fayetteville AR – May 25th -27th
 Fort Smith AR – June 1st -3rd
 Kansas City MO –June (call for dates)
 Dallas, TX – June (call for dates)
 Fort Worth, TX – July (call for dates)

We can drop by and give you a NO PRESSURE DEMONSTRATION of our software.

Don't see your city? We can show you via the web! Call for info!

REVOLUTIONIZE the way you market to Bankruptcy customers and all other special financing customers.
YOU ARE IN CONTROL!

No more paying a service to create mailers that don't allow you to track your results



WHAT CAN IT DO?

1. BK Xpress™ captures the data you request from PACER and automatically catalogs it in your database. Capturing only the data you need and adding a date of capture begins your marketing strategy...
2. The Label Designer gives you options by allowing you to choose a label size, choose whether it is a first or second mailing, and finally by marking your label group as "printed" so the tracking process can begin.
3. The Letter Designer allows you to choose from six different styles that are completely customizable. From content to graphics... You are in control.
4. Finally, as you track your responses the automatic reports will allow you to see your results on paper and maximize your return on investment

Customizing your letters each month makes the process fresh and personal... bringing more customers to you...

Talk with a BK Xpress™ Sales rep today!

Learn how to make BK Xpress™ a part of your overall marketing strategy. We can teach you how to use this tool to reach potential customers and help them through the difficult task of rebuilding their credit.

Call 866-234-9322 or email diana@dcappwerx.com!



Sample Letters created with BK Xpress Letter Designer

BK Xpress(TM) MSRP \$2495.00