

WebBuy[®]
DIGITAL RETAILING

COURTESY

How Courtesy Auto Group is **driving growth** with WebBuy



Jeep



LINCOLN

THE SITUATION:

As early adopters of digital retailing, Courtesy Auto Group in Georgia was **eager to find the best solution to meet the evolving needs of modern car buyers.**

CHALLENGES

From the beginning, they recognized the potential of online sales tools but quickly discovered that many platforms on the market fell short.

Each system offered some benefits, but none provided the seamless, all-encompassing solution they were seeking that could streamline operations, enhance customer engagement, and effectively bridge the gap between online browsing and in-store sales.

"We had tried a lot of competitors, but every tool had a good component and a bad component. What I loved about WebBuy was that it was built by dealers for dealers. All the headaches I was having, WebBuy had already solved because they understood the dealer perspective."

- KEVIN ARONHALT, CMO

RESULTS:

Since implementing WebBuy, Courtesy Automotive Group has seen **steady growth, high-quality leads**, and **increased profits**, as well as a **strong collaborative partnership** with their CSM.

30%

**LEAD CAPTURE
RATE**

+\$727

**FRONT END
GROSS***

+\$354

**AFTERMARKET
F&I GROSS***

* Per car sold via WebBuy lead vs. trad. car deal

THE SOLUTION:

Courtesy Automotive Group chose WebBuy to deliver **a seamless, end-to-end digital retail experience**. WebBuy enables customers to explore vehicles and payments, get trade values, schedule appointments, purchase accessories, and complete credit applications—all from one platform.



"The product has been great for us at every step—from acquiring new customers to servicing existing ones. We can't live without the WebBuy platform."

- KEVIN ARONHALT, CHIEF MARKETING OFFICER

MORE THAN JUST LEADS

Since implementing WebBuy, Courtesy Automotive Group has seen steady growth and consistent, high-quality leads. Because **the platform nurtures a customer through the car-buying process in an easy and transparent manner**, a WebBuy lead is not just a name and a phone number—it's a deal in the making.

"When I see a WebBuy lead, I know it's a deal."

- KEVIN ARONHALT, CMO

CUSTOMER ENGAGEMENT

WebBuy offers a smoother and more engaging experience than competing tools, helping the dealership capture and retain more buyers. Even when customers experimented with other tools, they often returned to complete their purchases through WebBuy.

"Even if they go to other platforms to play around, they end up back on WebBuy to close the deal."

- KEVIN ARONHALT, CMO

COLLABORATIVE PARTNERSHIP

A key factor in WebBuy's success with Courtesy Automotive Group has been the **strong partnership with their Customer Success Manager (CSM)**. Kevin emphasized how WebBuy's collaborative approach made a significant difference:

"Our CSM always asks, 'What do you think?' instead of telling us how things will work. That kind of collaboration builds trust. It's not just a one-sided relationship. It's one of those partnerships where you know the other side has your back. They have been someone I can count on to collaborate with and adjust our approach as needed."

- KEVIN ARONHALT, CMO

WebBuy®
DIGITAL RETAILING

WebBuy is the dealer-centric digital retailing solution that streamlines the car buying process with seamless online-to-in-store integration, penny-perfect pricing, and dedicated support. It is proven to help dealerships capture more leads, close more deals, and boost profitability.

GET STARTED TODAY.