



#### DEALER PROFILE

Halo Autosports is a Florida dealership located about 50 miles from Tampa. It features pre-owned vehicles, motorcycles and powersports.

#### RESULTS

November 2015\*

Shoppers Delivered to Website	712
VDP Views	859
Models Visited	77
Amount Invested	\$1,999
Sales Velocity Increase	17%

\*Based on LotLinX data

Heather Craig, Owner  
Halo Autosports, Brooksville, FL

# HEAVENLY RESULTS

How LotLinX has helped Halo Autosports become the top used car dealer in its area



It wasn't Heather Craig who had experience in the automobile business – it was her husband Steve. He started in the car business when he was just 16, working his way through different departments in family-owned franchise stores in the Akron, Ohio area and eventually moving in the early 2000s to the Orlando area, where he focused

on automotive wholesaling. “But at a certain point,” Heather says, “he left the car business and entered the hospitality industry.”

Fast forward to 2011, when Heather announced to Steve, “You know what? You keep your corporate job for a while, and I’ll make a run at this. So I got my dealer’s license, and we set up shop in a small kind of garage, warehouse-type store, sold our personal vehicles, went out, bought a couple more, and just kind of set off on that path.”

Four years later, Halo Autosports, now housed in a former Suzuki store purchased by the Craigs in 2014 and with Heather and Steve at the helm, is Hernando County’s largest used car dealer – giving testimony to the fact that determination and

entrepreneurialism still go a long way in American business.

“We’ve worked really hard to get to this place,” Heather states. “We sell all makes and models,

like independents do, and we’ve got everything from older, higher-mileage cars to newer program cars. That, in a nutshell, is who we are.”

**Brand matters. And so do VDP views.**

Both Craigs spent a number of years in hospitality – he working for Marriott and Hyatt, and she

at Hyatt – and Heather says they were keenly aware of the power of good branding. “And building the Halo brand, whether it’s through customer service or our online presence, that’s always at the forefront of what we do.”



*“Even before LotLinx, we know that when our website traffic exceeds a certain threshold, that in the coming days we see it on the floor.”*

From the beginning, online was where they knew they needed to be. They recognized how important it was to have a great website, and with outside help, they developed a responsive site “that is great whether you’re looking on your laptop, your iPhone, your Android device, whatever.”

— NOVEMBER 2015 —



**859**  
VDP VIEWS

While they originally “spent a lot of money with Autotrader and Cars.com,” they eventually came to the conclusion that they needed a digital solution that brought shoppers more directly to the VDPs on their website.

“We actually found out about LotLinX through *Automotive News*,” Heather notes. “There was an article talking about some of the bigger independents

and franchise stores that were going on the LotLinX platform. Steve and I are always big believers that big franchises have more staff to dig into the metrics and are probably smarter than we are. So if they’re doing it, there must be something to it. That’s why we hopped on the bandwagon and thought that LotLinX would be a good fit for us.”

### Two months, significantly more shopping traffic

Heather and Steve contacted LotLinX in September 2015 and spoke to a customer service representative. “I think we took him by surprise because we were so interested in the product. It was probably his longest sales call since he’d been with LotLinX. We had a lot of questions, and we wanted to make sure that LotLinX was what we thought and

expected.”

Halo initiated a relationship with LotLinX in October, and the results were virtually immediate.

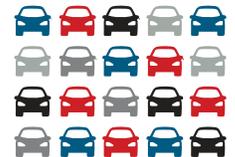
“I forget exactly what we spent in the first month,” Heather says. “But we doubled it in the second month. When I was looking at the leads I was

getting from an Autotrader, and say I was spending \$1,000 a month on them – I could see that Autotrader was still only giving me 1%, 2%, maybe 3% traffic. But spend that same amount of money with LotLinX, and it now accounts for over 10% of my website traffic.”

### Moving used cars means giving them exposure

While they are also a franchise for various power-sport vehicles, Halo Autosports is principally a used car store, and that makes LotLinX even more valuable to them.

— NOVEMBER 2015 —

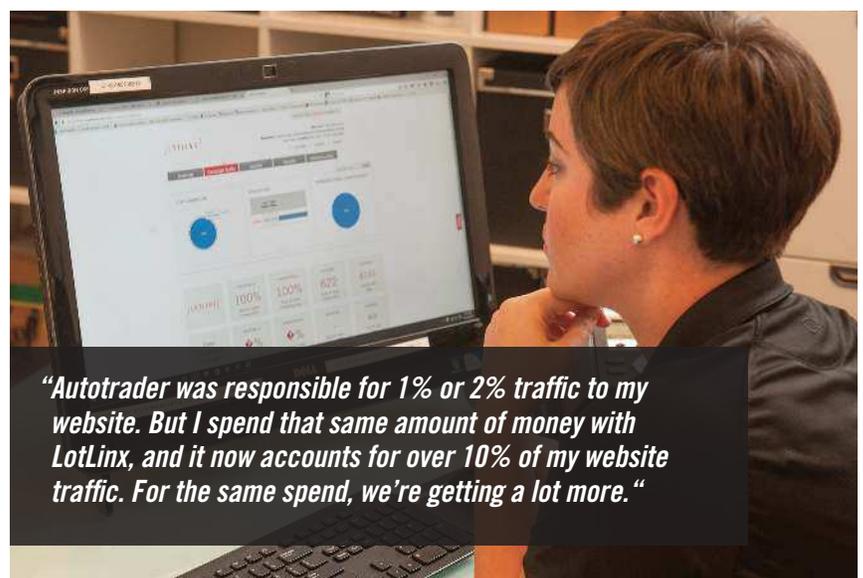


**77**  
MODELS VISITED,  
28 DIFFERENT  
MAKES

— NOVEMBER 2015 —



**712**  
UNIQUE SHOPPERS  
DELIVERED TO  
THE WEBSITE



*“Autotrader was responsible for 1% or 2% traffic to my website. But I spend that same amount of money with LotLinX, and it now accounts for over 10% of my website traffic. For the same spend, we’re getting a lot more.”*

*Heather looks over the numbers  
with her husband and partner Steve*

**ON THE VALUE OF LOTLINX**

**“I DEFINITELY THINK LOTLINX CAN REPLACE SOME OF THE OTHER ONLINE  
AUTOMOTIVE MARKETING RETAILING WEBSITES.”**

— HALO AUTOSPORTS - NOVEMBER 2015 —



**\$1,999**  
INVESTED



**+17%**  
SALES VELOCITY

“There’s a reason people are looking for a used car,” Heather explains. “Maybe they have a credit challenge. Maybe they just don’t want to pay sticker and be on the hook for that sort of depreciation. But whether somebody’s looking for an ‘07 Cadillac SRX or an ‘08 4x4 Chevy Avalanche, there’s definitely a lot more variety that my lot offers than a standard franchise dealership.

“What I like about LotLinx is the fact that a shopper is essentially committing to a vehicle. They’re doing research on a specific vehicle. And thanks to LotLinx, my vehicle detail page from my website is showing up in front of them.”

For a woman who has been in the automotive business for just a short time, Heather Craig sure has the right tools in place to keep her business in the fast lane. □

**LotLinx: Transforming Digital Automotive Retail**

To set up a meeting with a LotLinx consultant, go to [lotlinx.com/schedule](http://lotlinx.com/schedule)  
For general information, call 1 800 625 LINX or visit [lotlinx.com](http://lotlinx.com)

**LOT LINX**®  
**POWER to the Dealer**

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