



## Westlake Financial Services®

### **Lead Program Agreement**

As a supplement to the Master Dealer Agreement that you have previously executed with Westlake (along with any subsequent addenda), you have agreed to participate in and abide by specific terms and conditions surrounding the “Westlake Lead Program,” whereby Westlake will identify you as a prospective source to whom specific customers will be routed for the purchase of a motor vehicle. The name and address of your dealership will be given to those customers who reside or work in the vicinity of your store and you will be labeled as one of Westlake’s “Preferred Auto-Dealer partners.” You recognize the fact that Westlake is not under any contractual obligation to direct such customers to you nor are you under a mandate both to sell a motor vehicle to them and finance the purchase through Westlake. However, both Westlake and you recognize the inherent value in your being the recipient of specific leads that have been generated by the quality of customer service that Westlake has previously provided to such customers and their enhanced creditworthiness given such prior relationship.

Therefore, by way of your execution of the Acknowledgement line below, you agree that should any customer to whom Westlake has given your name and who purchases any motor vehicle through you, but you fail to have Westlake provide the financing for such vehicle, you will remit a fee of \$250.00 to Westlake. Please note that this fee will be due and payable within 10 days of the date of the subject sale of the motor vehicle and that such payment should be sent to Westlake Financial Services, 4751 Wilshire Blvd. Suite: 100 Los Angeles, CA 90010, attention; Westlake Services & Lending Solutions. Failure for such remittance to be paid will result in a set-off of \$250.00 from the next sale that you do finance with Westlake.

Westlake reserves the right to offset funds from any available proceeds, in order to satisfy outstanding fees from leads routed to you, which resulted in the purchase of a motor vehicle not financed by Westlake. Our objective is to deliver valuable leads that you may turn into motor vehicle sales for us to finance. Westlake reserves the right to remove you from our list of “Preferred Auto-Dealer partners” if it deems excessive leads are being forwarded by you to other lenders.

We look forward to the implementation of this new facet of our mutually beneficial relationship and hope and trust that you will be able to produce a significant increase in your sales volume.

Thank you for your participation.

Ian Anderson - President



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### **ACKNOWLEDGEMENT**

I HEREBY AGREE TO THE TERMS AND CONDITIONS OF THE WESTLAKE LEAD PROGRAM AS MEMORIALIZED ABOVE AND AGREE TO REMIT A FEE OF \$250.00 FOR ANY LEAD THAT IS DIRECTED TO MY ATTENTION, RESULTS IN A SALE, BUT IS NOT FINANCED THROUGH WESTLAKE.

Date: \_\_\_\_\_

\_\_\_\_\_  
(Name of Dealership)

\_\_\_\_\_  
(Dealer Code)

By: \_\_\_\_\_  
(Owner or G.M. Signature)

\_\_\_\_\_  
(Print Name)

Its: \_\_\_\_\_  
(Title)