

Leading Recovery Company Becomes “One-Stop Shop” and Gains More Than 30 New Clients

Situation

- In 1991, Dave and Connie Kennedy founded First Credit Resources in Johnstown, Pennsylvania.
- The company started as a collection agency and then grew to a recovery agency after five years.
- As the only licensed agency in the area, the company was greatly needed and expanded to offices in Pittsburg and Erie to accommodate their clients.
- The company now has 24 employees.
- As a leader of the industry in Pennsylvania, the Kennedys wanted to find new opportunities to offer their clients to give them a more lucrative, efficient and full service experience.

Solution

- Kennedy learned about OPENLANE at an association convention and quickly realized OPENLANE would be very beneficial for his company.
- At the convention, Kennedy called his operations manager to let him know he decided online remarketing was an option they needed to offer their clients.
- “After I met the OPENLANE team, I was sold,” said Kennedy. “Right away I knew we had to do it and it has turned out to be tremendous for us.”
- Kennedy knew there would be a learning curve when beginning to use OPENLANE, but he was confident the OPENLANE team would provide reliable, complete support.

Results

- First Credit Resources has gained 30 clients using OPENLANE and the number increases weekly.
- “Liquidating the collateral through OPENLANE is faster and efficient,” said Kennedy. “Our clients are happy because they don’t pay storage, it’s sold faster and it reduces insurance liability for the company.”

- “OPENLANE was extremely helpful in helping us sell our first car and they continue to help me resolve any issues,” said Kennedy.
- OPENLANE worked with First Credit Resources to teach its clients about the benefits of online remarketing through OPENLANE. “They helped me educate my clients on how it works by going on sales calls with me, providing presentations and marketing collateral”
- First Credit Resources’ clients have responded very well to OPENLANE, and the values obtained consistently exceed expectations.

Dave Kennedy
First Credit Resources
1-888-563-4129