



# Business Partner Resource Guide

An online guide to help your  
company highlight products and  
services directly to consumer  
finance industry decision makers



AFSA is proud to provide the online *Business Partner Resource Guide* as a valuable tool for its members to easily locate products and services from trusted companies. The Resource Guide is designed with many enhancements to serve you, our Business Partner members, and help your potential customers learn more about the products and services you provide.



# Business Partner Resource Guide Form

This form helps AFSA staff to gather and organize the information necessary to list your company in the Business Partner Resource Guide. Please complete all fields. Page two is the list of Product/Services Categories to choose from. Page three provides instructions for submitting collateral, logo and imagery to further enhance your listing.

## COMPANY LISTING (as it will appear in the Online Resource Guide)

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Website URL: \_\_\_\_\_

## COMPANY DESCRIPTION (100-150 words):

## PRODUCTS/SERVICES CATEGORY AND DESCRIPTION (50-75 words):

Enter up to three (3) categories, in order of preference, from the list (page two) that best represents your company. Each category may be supplemented by a 50-75-word description.

Category 1 \_\_\_\_\_

Category 2 \_\_\_\_\_

Category 3 \_\_\_\_\_

## ADDITIONAL CATEGORIES - \$350 Each Renewed Annually

You may choose up to three (3) additional category listings for a total of six (6) by submitting an Additional Categories Form. An invoice will be issued upon submission.

8/2024



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## PRODUCT/SERVICE CATEGORIES

Select up to three categories under which your company should be listed. Selections should match the product/services description listed above. Additional categorizes, with additional descriptions are available for \$350 each, renewed annually. Contact Dan Bucherer for more information about additional categories.

### BUSINESS PROCESS OUTSOURCING

- ☐ Bankruptcy Services
- ☐ Call Center Operations Outsourcing
- ☐ Collections and Recovery Outsourcing
- ☐ Credit Application Process Outsourcing
- ☐ Document Processing & Imaging Outsourcing
- ☐ Electronic Bill Presentment Services
- ☐ Field Service Outsourcing
- ☐ Floorplan Audit Services
- ☐ Floorplan Systems
- ☐ Foreclosure and Replevin Services
- ☐ Loan Servicing Resourcing
- ☐ Mobile and Digital Process Services
- ☐ Originations and Funding Outsourcing
- ☐ Payment Processing Services
- ☐ Print & Mail Services
- ☐ Remarketing and Auction Services
- ☐ Repossession Management Services
- ☐ Skip Tracing Services
- ☐ Text Messaging Services
- ☐ Title Administration Services
- ☐ Vehicle Location Services
- ☐ Verifications Services Outsourcing

### CREDIT PROTECTION

- ☐ Claims Processing Services
- ☐ Insurance Products
- ☐ Insurance Tracking Services
- ☐ Motor Clubs
- ☐ Vehicle Service Contracts

### FUNDING SUPPORT

- ☐ Funding Sources
- ☐ Investment Banking
- ☐ Loan Portfolio Sales
- ☐ Pre-Paid Debit Cards
- ☐ Rating Agencies

### INFORMATION SERVICES

- ☐ Analytics and Risk Management
- ☐ Credit Reporting
- ☐ Direct Marketing
- ☐ Lead Generation
- ☐ Scoring and Modeling
- ☐ Vehicle Valuation and History Reports

### PROFESSIONAL SERVICES

- ☐ Accounting
- ☐ Benchmarking
- ☐ Business Process Improvement
- ☐ Certified Public Accountants
- ☐ Compliance Consulting
- ☐ Cybersecurity
- ☐ Law Firms
- ☐ Market Research
- ☐ Portfolio Assessments
- ☐ Strategy & Marketing Consulting
- ☐ Talent Acquisition & Management
- ☐ Tax Preparation
- ☐ Training & Development

### SOFTWARE SOLUTIONS

- ☐ Artificial Intelligence Solutions
- ☐ Collections and Recovery Software
- ☐ Compliance Management Systems (CMS)
- ☐ Credit Application Software
- ☐ Cybersecurity Systems
- ☐ Dealer Management Systems (DMS)
- ☐ Electronic Document Management Systems (EDMS)
- ☐ Forms Software
- ☐ Fraud Prevention Software
- ☐ Loan Originations Systems
- ☐ Loan Servicing Software
- ☐ Pricing Optimization Software
- ☐ Reporting and Analysis Software
- ☐ Risk Management Software
- ☐ Sales Support Software

## COLLATERAL

In addition to the products and services description on your Resource Guide page, you can include up to five pieces of collateral that further showcases your company's expertise. These can include white papers, advertisements, image links to videos, infographics, and more. AFSA's website does not house these materials – you will provide an image, a link to drive users to the desired location, and a caption.

### BEST PRACTICES

- Consider using large type and simple designs; an image with lots of text often is difficult to read.
- AFSA does not provide metrics for those who click on your collateral so consider including a unique tracking URL for each image if you wish to capture this information.
- Your URL can lead anywhere; companies often include a lead retrieval landing page to collect user information.

### COLLATERAL INSTRUCTIONS

- You may submit **one large and up to four small collateral images** (Maximum upload file size: 50 MB). In addition to the image files, be sure to include a **text document** (.doc, .docx, .txt) identifying the URL and image caption, and to which image each should be directed.
- Along with your preferred company logo, place all collateral images and your text document into a folder named after your company. Upload the entire folder to this [Dropbox link](#).



### LARGE COLLATERAL IMAGE

Include a .JPEG or .PNG file of the image that should appear in the "Large Collateral" space on your company detail.

- Dimensions: 650x389 px
- Save file as: RG\_COMPANYNAME\_LARGE



Learn More About our Premier Partners



Learn More About the AFSA Women's Forum



Check out the AFSA Extra Credit Podcast



Visit our Webinar Resource Center

### SMALL COLLATERAL IMAGES #1-4

Up to four small collateral image spaces can appear vertically on your page. Include a .JPEG or .PNG file of the image. Be sure to number each images 1 to 4.

- Dimensions: 190 x 158 px
- Save file as: RG\_COMPANYNAME\_SMALL1  
(change number to denote in which slot each image should appear.)



# Business Partner Resource Directory

## Additional Category Form

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Company Name: \_\_\_\_\_

### Additional Categories - \$350, renewed annually

An invoice will be issued upon submission of this form.

#### ADDITIONAL PRODUCT/SERVICES CATEGORY AND DESCRIPTION (50-75 words):

From the Products/Services Categories list, enter up to three (3) categories, in order of preference, that best represents your company. Each category may be supplemented by a 50-75-word description.

Category 4 \_\_\_\_\_

Category 5 \_\_\_\_\_

Category 6 \_\_\_\_\_

#### SUBMITTER INFORMATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

.....

Email your completed form to [membership@afsamail.org](mailto:membership@afsamail.org)