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DTF's High Touch + High Tech Approach Equals Success for Dallas Trailer

Breaking up is hard to do, when you've had a 15-year relationship with an established financial services provider. And heading to a competitor? Why, you better be pretty darn sure that your new suitor will treat you with the same – or better – care and service.

When Keith Carter, president and CEO of Dallas Trailer, was being courted by Daimler Truck Financial (DTF), those were the thoughts going through his head. The full-service truck and trailer dealership, known as a “one-stop shop” for repairs and service, has been serving the medium-duty transportation industry in Dallas for more than 40 years, and has been a FUSO dealer since 2001.

“When DTF approached me to offer floorplan financing and credit lines for expansions or capital improvements, I knew it was a great opportunity, but I had a solid relationship with my bank and was reluctant to change,” said Carter.

Although his DTF District Finance Manager made a good business case for the switch and clearly demonstrated DTF's understanding of the business, it was the high degree of service provided by Harrison Jones and James Whitlow in the Dealer Credit Department that gave him the additional assurance needed to switch lenders and to start anew.

“We understood it was a leap of faith for Mr. Carter to go with a new finance company, so our job was to make him know how much we valued his business,” said Whitlow. “The DTF team made multiple visits to Dallas Trailer so we could look at his operation, understand his business model, unravel the contracts and basically walk in his shoes.”

Jones said that Carter was most interested in the flexibility that DTF offers with its loans and revolving line of credit, so they focused on putting together a plan that addressed those needs.

Not only did DTF visit with Carter at his dealership, but they invited Dallas Trailer to visit Daimler Truck Financial facilities to see the team in action. “We love to have our dealers visit our Fort Worth operation,” Jones said. “It shows them that we are just the front people for a large, dedicated staff.”

Jones added, “We don't care if you sell one or 10,000 trucks, we treat every dealer with the same care. Every account is equally important to us.”

Daimler Truck Financial



Since moving his business more than a year ago, Carter has been delighted. “As much as I appreciate my bank, the bottom line was they didn’t understand my business because they don’t specialize in the truck industry like DTF does. If I wanted to add a new machine, I had to explain why I needed it. Transactions could take up to two weeks, whereas with DTF I can have that money available in minutes.

“My relationship with Daimler Truck Financial has sped up my ability to make business decisions because there really isn’t a response time. I can make the decision on my end and within a few keystrokes the money is in my account and I can make a purchase or acquisition right away. It’s very streamlined.”

He adds that his staff is delighted as well. His sales assistant gets the support she needs from the F&I Pro helpdesk if she has questions, and his salespeople have found the system and paperwork to be quite simple. He says that whereas before there might be 30 pages of contracts on retail and lease deals, now there are about 12.

In fact, he has found many benefits from F&I Pro, including the ability to have current and former statements at his fingertips to be able to know what’s due and what’s coming up.

“I had to break two relationships to go to Daimler and it was a tough decision,” Carter says. “Now that it’s done, I’d encourage others to look at doing the same.”

To find out more about how DTF can help your business grow with tailored financial solutions to meet the unique requirements for your dealership, contact your [DFM today](#).

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