

Taking Control Of Car Financing With Online Loans

by Daria Dolan

(NAPSA)—Increasingly, women are making more of the financial decisions for their families. Recent research indicates that women now handle 75 percent of the family finances and control 80 percent of the family purchasing decisions, including buying a car.



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However, many women are still intimidated by the prospect of stepping onto a showroom floor, picking out a new car and securing financing. According to a poll conducted by online lender PeopleFirst.com, three out of four women feel they are not taken as seriously as men at car dealerships, and two-thirds bring a man with them when buying a car or applying for a loan.

Fortunately, the Internet can make the entire process of buying a car—from selection to financing—a hassle-free experience for female auto consumers. Women can gain confidence by applying anonymously from the comfort of their own homes, day or night. The added benefit is a low-rate loan and, with services like PeopleFirst.com, a no-obligation Blank Check® that is accepted at virtually any dealership nationwide for the purchase of a new or used car.

The beauty of shopping for and financing a car online is the hassle-free environment; the Internet gives women total control over the buying process. By logging on, women have the freedom to secure financing without feeling frustrated and intimidated by the traditional face-to-face experience.

There are numerous Web sites that provide information about how to take control of the process so women can sit in the driver's seat. For example, www.peoplefirst.com offers competitive interest rates, personal attention from one of their trained customer service representatives, and a response time of 15 minutes or less. The site even offers



Online auto financing gives women the pleasure of shopping in a hassle-free environment.

a variety of calculators to help consumers make the best decisions about their financing.

Here are a few tips to help you find the right site:

- Choose a site that is user-friendly and offers an easy, step-by-step process with a simple credit application for both new and used vehicles;
- Look for a site that gives you a fast decision on your application—less waiting means more time for you;
- Make sure that the site you choose is secure and takes steps to protect the consumer's privacy. Look for validation from a third party such as VeriSign or TRUSTe;
- Check that the site actually issues a check for an approved loan—such as PeopleFirst.com's Blank Check®—and not just a pre-approval for a loan. This puts you in the same position as a cash buyer: cash in hand and ready to buy when you arrive at the dealership; and
- Choose a site that has had positive word of mouth or offers testimonials from previous and current customers. This means the company cares how its customers are treated throughout the process and dedicates itself to forming great customer relationships.

Daria Dolan co-hosts "The Dolans" radio show on the WOR Radio Network and is one of America's most respected authorities on personal finance.