

Who is AutoPayPlus

AutoPayPlus by US Equity Advantage has been in business since 2003 and was founded simultaneously with MenuVantage, Inc. an F&I menu selling software that grew to 4500 dealers nationwide and sold to ADP (now CDK) in 2009. USEA is the industry's leading provider of accelerated payment programs for the automotive industry with integration into all MenuVantage, DealerTrack and many other F&I sales systems.

From 2015-2020, USEA received the top-ranked Diamond award for biweekly payments from the Auto Dealer Today Dealer's Choice Awards.



Our AutoPayPlus F&I service empowers dealers to help car buyers better afford their loan payment through smaller, more frequent payments, and make room for additional F&I products without changing the monthly payment or extending the term. It also helps these owners trade out earlier and return to the dealer in positive equity position, a significant benefit when auto loans lengths are reaching all-time highs.

How APP Benefits Dealers

Top dealers reveal a **63% increase** in per-vehicle financed income on APP Customers

Dealers sell approximately **57% more** F&I products compared to standard retail deals

