

August 20, 2019

Frost Celebrates 20th Anniversary of its VisualGAP Platform by Introducing Complimentary New Value-Added Service for Its Credit Union Partners



CINCINNATI, Ohio – As Frost celebrates 20 years of providing innovative solutions to the credit union auto lending market and the 1999 launch of its VisualGAP platform, the company is excited to announce an exciting offer. To celebrate its anniversary and as a token of its appreciation for its valued business partners, Frost is providing the new Monroney Window Sticker program on a complimentary basis to all its VisualGAP customers from August 1, 2019, through the end of the year.

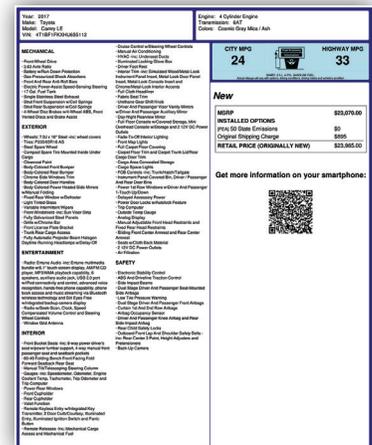
This new program shines a light on a blind spot for credit unions because they rarely see the vehicle on which they are lending. “Auto lending decisions are based on Loan to Value (LTV %) guidelines, but those values are only as accurate as the data entered to create them. Most of the information needed to accurately value the vehicle comes from the member or dealer,” says Phil Markwell, co-founder of Frost. “Unfortunately, some dealers engage in a practice called “power-booking” which drives up the value of the vehicle by listing trim packages or options that it really doesn’t have.”

Window Sticker Program Benefits:

- **Price vehicles properly**
- **Get information beyond the VIN (vehicle identification number)**
- **Eliminate power-booking**
- **Avoid expensive mistakes**

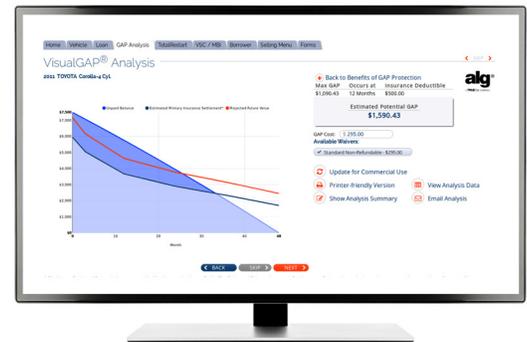
“We think the Monroney Window Sticker is a great tool and another exclusive value-add from Frost, which has already provided more than 6.5 million complimentary NADA look-ups for our clients,” adds Markwell.

“By offering the Monroney Window sticker on a free trial basis, our hope is that credit unions interested in making better lending decisions and knowing a vehicle’s every feature, option and what it cost when it left the factory, will take it for a spin and see just how effective it is.”



"We at Frost are very proud of how the VisualGAP platform has benefited our clients and the overall credit union "direct auto lending" market. Here are a few key industry firsts and statistics about the VisualGAP platform:

- **1999:** First online tool that provided Visual Illustrations to show the potential GAP risk for lenders and their members
- **2008:** First online tool that provided NADA subscription data in order for clients to more accurately determine vehicle values
- **2009:** First menu-selling platform built specifically for the credit union market
- **2010:** First system to incorporate CARFax valuation reports
- **2010:** First online tool to support all credit insurance programs by utilization of the Carleton calculation engine
- **2018:** First online tool to provide enhanced vehicle information from Monroney Window Stickers



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About Frost (www.frostinsure.com)

Frost Financial Services has been serving the credit union industry since 1972 and is best known for its proprietary VisualGAP solution. Frost is the largest "independent" GAP program administrator in the credit union market and currently serves over 1,000 financial institution clients nationwide. For more information on their services, visit www.frostinsure.com or contact Phil Markwell at 888-753-7678.

