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Car Buyers Praise the Professionalism of Salesman, James Hartley on the Internet

James Hartley at Holloway Mercedes Benz in Greenland, NH has a strong reputation for providing the highest level of customer service and support for his customers. Today, those customers are talking about the professionalism and courtesy online at CarFolks.com.

/24-7PressRelease/ - LAKEWOOD, OH, March 27, 2008 - Buying a car today can be a daunting task. Many people feel that the salesperson they ultimately deal with may apply too much pressure or sell them a product they aren't ready to buy. James Hartley at Holloway Mercedes Benz in Greenland, NH has a strong reputation for providing the highest level of customer service and support for his customers. Today, those customers are talking about the professionalism and courtesy online at CarFolks.com.

James Hartley posted his profile on CarFolks.com complete with his photo and information about his experience. Then he invited his past customers to CarFolks.com to share their experience of working with him at his dealership. Essentially they rated his performance during the sales transaction. After completing the rating process, their comments can be viewed by the entire local market, and the connected world.

With vehicle pricing readily available in newspapers, other publications and online, consumers quickly decide what make and model of vehicle they want to buy. Today, more and more consumers are using the Information Superhighway to find reviews and ratings of dealerships and their employees. As the result, the best local sales and service professionals have been elevated by their customers and are being promoted online for their honesty and integrity.

Up till now there hasn't been any automotive dealer or sales person review sites that invite consumers to be part of their solution and communicate with the dealers participating on the site. By creating a virtual neighborhood CarFolks.com has fostered an environment where the hard working sales professionals and quality dealerships can get credit for all the services they provide to their customers, while those that are not focused on providing the best level of care are clearly noted by the local community.

By allowing auto shoppers to see what other customers had to say about a salesperson before putting their time and money at risk, CarFolks offers shoppers a quick online filtering mechanism to find the top auto retailers in each market. In return, car buyers reward high performing salespeople for taking care of their customers.

CarFolks Customer Advocate; Dave Hein said, "Having James Hartley join our site shows real professional attitude and a true delivery on his ability to offer his customers a great experience when they purchase a vehicle." Hein continues, "Success in retail auto sales isn't an easy process and turnover is constantly an issue. By giving consumers a channel to research salespeople before walking into the dealership and leverage good "word of mouth" recommendations from other customers, other in-market buyers reward those salespeople with new business."

While CarFolks.com recently launched in BETA they are quickly building reviews in targeted areas and will very quickly be able to offer feedback on the best salespeople in all major markets. With top performers like James Hartley being among the first to join, customers in the local market are already realizing the benefits of the written experience of their neighbors.

Here is contact information for Jim Hartley:

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About The Dubis Group

The Dubis Group is a national marketing and consulting company for automotive related companies and retailers.