New Service that Provides Lead Validation to Auto Dealers is Seeking Board Member to Oversee

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June 20, 2008 - PRLog -- Mark Hergert, President of AutoNet Financial has recently formed a new service that is being referred to as NAIL. Too often Mr. Hergert and many other Auto Dealers or those in the business have encountered leads that are no good. There are fly-by-night lead generation companies that are causing an epidemic of invalid leads which are leading to major problems such as fraud, loss of money, loss of time, and worst of all a loss of trust.

This new service knows as NAIL stands for the National Association of Internet Lead Providers. NAIL is a new concept in the lead generation business that will put an end to these fly-by-night lead generation companies who try to double and triple sell leads to legitimate buyers. Once NAIL is up and running, internet lead providers can purchase the seal of validation which will only be issued after a background check has been completed on their company and the leads that they sell to Automobile Dealers and third party lead generation companies.

The focus of NAIL is to help rid Auto Dealers of lead generation companies that are looking to provide them with bogus leads. Great lead generation companies are getting a bad name due to these fly-by-night providers that are projecting such negativity.

"With NAIL we are going to police the arena in which we depend on for decades to come. The Time is now to clean up the playing field of these spammers and fly-by-night companies for the honest providers that play by the rules" states Mark Hergert, CEO of AutoNet Financial.

NAIL has been formed in an attempt to help preserve the Auto Dealers trust in their lead generation companies. This program will help to protect the lead generation company, the Auto Dealer, and the consumer as well.

Now is the time to become involved in this great opportunity, Mark Hergert is looking for board members who wish to develop and oversee such as program as NAIL. Qualified individuals who are in the Auto Industry, Lead Generation Industry, or those with Legal knowledge of the internet are great candidates for such an opportunity.

"Seeking Members abroad will only help to develop trust with NAIL" States Mr. Hergert.

For more information please contact Mark Hergert at mhergert40@comcast.net

Website: www.AutoNetFinancial.com

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