



PRODUCT INTELLIGENCE BROCHURE

# FinDesk **AI**

F&I INTELLIGENCE PLATFORM · FINDESK AI LLC · MELBOURNE, FLORIDA

*The Finance Director That Never Takes a Day Off.*

Automotive

Marine

Powersports

39+ Lenders

5-Layer Security

Privacy First

# Six Modules. One Intelligence Layer.

25 years of F&I experience distilled into one tool that works in real time on every deal.



## Deal Desk

DEAL STRUCTURING & MATH

Describe any deal in plain language and get a complete financial picture instantly.

- LTV%, PTI% and payment math calculated instantly
- Works backward from any target payment



## Lender Intel

39+ LENDER ENCYCLOPEDIA

Every major indirect lender across all four tiers with programs, stips, and caps.

- Top 3 lender recommendations ranked by deal fit
- Stip checklist before submission, no surprises



## Product Stack

F&I MENU INTELLIGENCE

Tailored product menu in correct presentation order for each specific customer.

- Correct product sequence by customer profile
- Talking points tailored to each specific buyer



## Deal Rehash

LENDER CALL-BACK INTELLIGENCE

Counter or decline? Get the diagnosis and the exact word-for-word call-back script.

- Diagnoses exactly what caused the decline
- Identifies compensating factors with documentation



## Objection Coach

REAL-TIME RESPONSE INTELLIGENCE

Tell it what the customer said. Get the psychology, response, and follow-up.

- GAP objection with actual LTV math on the deal
- VSC save the money objection, the real response



## Training Mode

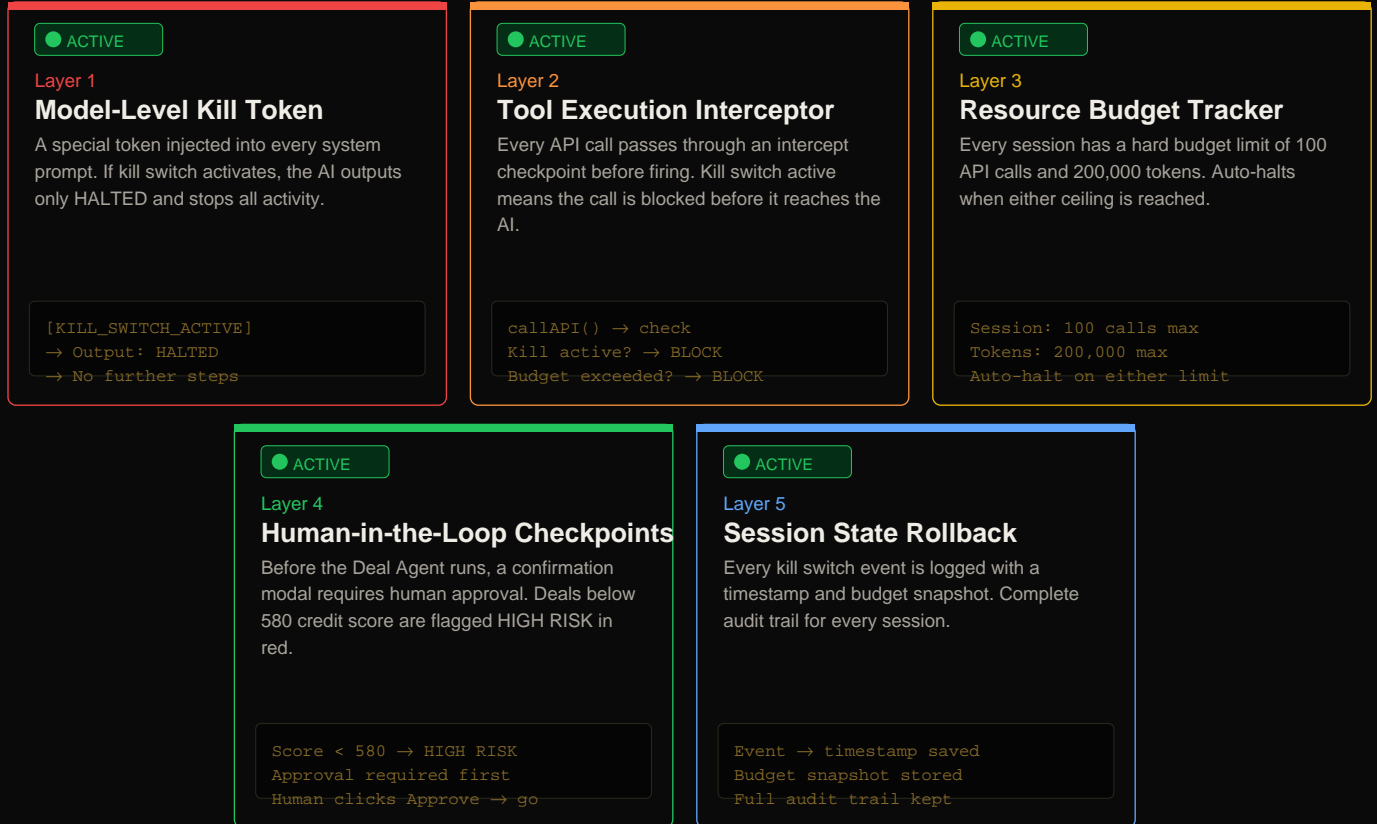
FINANCE MANAGER DEVELOPMENT

A senior finance director coaching every developing manager on every deal.

- Explain any F&I concept from scratch
- Roleplay difficult customers before it costs gross

# Five Layers of Control. Enterprise Grade.

Designed by a VP of Engineering at an \$8 billion enterprise security company.



**"This separates a demo tool from an enterprise product. Every agent action passes through a single chokepoint you control."**

VP of Engineering · Enterprise Security Company · \$8 Billion Valuation

# The AI Never Knows Who the Customer Is.

You never upload a customer's name, SSN, or personal information.

**You black out the personal details, copy the credit body,  
and get a real lender recommendation in 30 seconds.**

The AI never knows who the customer is. It only knows the credit.

PRIVACY-FIRST ARCHITECTURE · FINDESK AI LLC · BY DESIGN

## PRICING

### SOLO

**\$199/mo**

1 rooftop, 1 user, all 6 modules

14-day free trial · No contract

### DEALER PRO

**\$349/mo**

1 rooftop, up to 3 users, priority support

14-day free trial · No contract

### GROUP

**\$599/mo**

Up to 5 rooftops, unlimited users

14-day free trial · No contract

## THE STORY

FinDesk AI was not built in a boardroom. It was not funded by venture capital. It was built by Jose Puras, a finance director with 25 years in the box across Honda, Toyota, Audi, Ford, Hyundai, and independent stores in Florida. After two and a half decades of watching finance managers guess on lender routing, leave gross on the table, and accept counters they could have fought, Jose decided to do something about it. FinDesk AI is everything a senior finance director knows, available on every deal, for every manager, at every store.

**FinDesk AI**

AUTOMOTIVE FINANCE. INTELLIGENT SOLUTIONS.

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