

Swapalease.com Offers Solution Amid Debt Crisis

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Everyone has seen or heard news reports recently addressing the tough economic climate we are currently facing in the United States including rising unemployment, residential mortgages issues, and the weakening dollar. Making mortgage payments is one area of concern, but another concerning trend is the inability to make car payments...specifically on leased vehicles. Swapalease.com has helped lessen this cost to consumers.

“We are receiving more and more feedback from users citing financial reasons as the motivation for choosing Swapalease.com” states, Lauren Lockwood, a customer service representative at the company. Management noted that lessees are selecting Swapalease.com not only to help with current problems, but also as a way to mitigate financial troubles moving forward. “On the buyer’s side, we are seeing more visitors interested in finding attractive lease deals than ever before resulting from the low upfront costs associated with lease transfers.”

Swapalease.com has worked with leasing companies both captive and otherwise to help financially troubled lessees find individuals interested in completing transfers as a way of preventing potential losses. However, the current push we are seeing from consumers is a relatively new phenomenon. Lessors have always understood the value of taking a lessee out of a lease before serious payment delinquency because it often leads to costly repossessions. This shift in consumer motivation to use Swapalease.com as a financial tool of sorts for transferring leases is based on several factors.

Swapalease.com provides automotive consumers another option for acquiring or exiting vehicles. Being an online marketplace where consumers can interact as well as learn through relevant content makes transferring leases easy and convenient. Consumers are also more aware of the consequences with not properly valuing one’s credit standing.

Swapalease.com is the world’s largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company’s patented processes. Conceptualized in 1997 it has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer.

Swapalease.com has been featured in stories by CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google.com as an online marketing case study.

The company is headquartered in Cincinnati, Ohio, and is privately held. For more information please call 866-SWAPNOW (866-792-7669).

Note to editors, Mr. Hall is available for interviews.