

Why Swapalease.com Dominates Online Lease Transfers?

Cincinnati, Ohio August 23, 2007

Swapalease.com the leader in online automotive lease transfers dominates the online lease transfer marketplace according to, Scot Hall the EVP of Operations. The success of any web site is based the number of visitors to that site.

“Every online industry has a site traffic leader who holds a distinct advantage over the competition,” says Hall. “Additionally, more site traffic equates to more users which ultimately means more success for those users.”

Alexa.com, a subsidiary of Amazon.com best known for providing information regarding web site traffic on other web sites shows www.swapalease.com is ranked significantly higher than the next closest competitor.

The company has been able to maintain a thirty percent advantage in terms of visitors and each visitor consistently results in twice as many page views in comparison, as well. More visitors viewing more pages ultimately translate to more business.

Swapalease.com has a much larger inventory of available vehicles meaning more selection in terms of both model offerings and geographic scope. In fact, their inventory is essentially the same size as all of the other lease transfer sites inventory's combined on the consumer end alone.

Visitors can view dealer leases in addition to lease transfers permitting users to benchmark what are attractive lease offerings while offering even more vehicle options.

Client testimonials can be found throughout the web site. Captive leasing companies such as Mercedes-Benz Financial have utilized Swapalease.com from a best practices perspective ultimately benefiting consumers. The same is true for banks who offer leasing like US Bank who permit expedited lease transfers for Swapalease.com clients.

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.