

# Ownership Cleansing Made Easy

Keeping your ownership status database accurate and up to date has never been easier with Affinitiv Title Scrub.

We scrub VINs, from your DMS, against reliable data sources to determine if a vehicle's ownership has changed. Each month we will send a detailed report of all customers who 'no longer own' that vehicle so that they can be cleansed in your system. You can choose a designated person to receive this report on their preferred day. We will also flag these VINs in our system so that we will not market services to them unnecessarily.

Setup is easy and can be completed within **2 weeks** of enrollment

Available as an add-on to any Affinitiv solution with a DMS integration



**Approved solution** under the Stellantis Digital Program