



Dealer & Contractor Locator

Simplify Product Dealer and Contractor Discovery
with the Hunley Locator and Salesforce.

Features and Functionality

Make Your Website a Display Engine, Not a Database:

With Salesforce as your Locator source, your website doesn't need to house a database. Every search surfaces the latest, most up-to-date information.

Guide Buyers in Your Channel

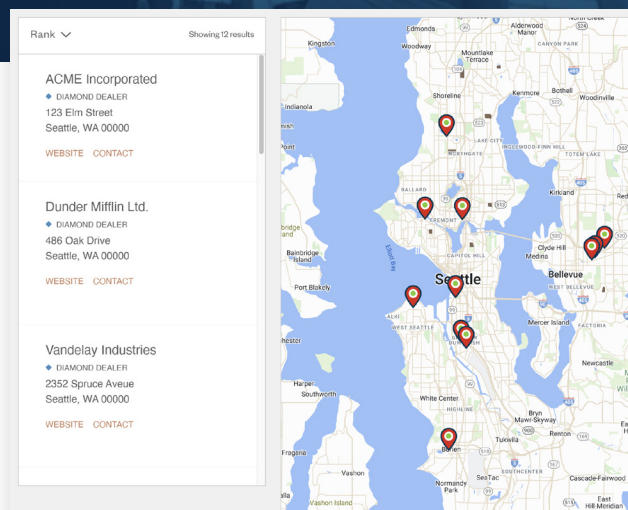
Let buyers easily connect with the perfect matches that suit their needs. Show off the key traits that matter most for your business.

Capture User Data to Power Analytics

Pinpoint where your buyers are located, and fine-tune your marketing to match. Take it one step further by generating heat maps for in-depth analysis.

Capture and Share Leads with Your Channel

Hunley Locator allows you to gain visibility into high-volume zip codes. Empower your sales team to precisely target marketing efforts in these areas, driving the generation of valuable, qualified leads.



The
Hunley Locator,
integrated with
Salesforce,
automates database
maintenance for
**seamless customer
interactions**
with
**up-to-date
information.**

Hunley Locator — Guide, Capture, Connect

Turn your website into a true customer experience engine.

Hunley Locator empowers building products manufacturers to help buyers find trusted dealers and contractors – fast. Built on Salesforce, this dynamic solution eliminates the burden of maintaining a separate dealer database while capturing powerful insights and creating real value across your entire channel.

Ease + Efficiency

No More Manual Updates. No More Stale Data.

- **Ditch the website database** – your site becomes a *display engine*, not a data silo
- **Leverage Salesforce** as your single source of truth
- Sales and ops teams can update dealer and contractor records in real time — no dev help needed
- Surface exactly what matters: geo location, tier (Platinum, Gold), specialty, availability, etc.
- Visitors see the *most accurate info*, every single time

Locator Case Study

Challenge:

A top-tier building products manufacturer was stuck managing dealer and contractor data in outdated spreadsheets and a disconnected website database. Updates were manual and error-prone, and partner visibility was lagging. Worse, marketing had no visibility into demand patterns and couldn't prove value to the channel.

Solution:

With Hunley Locator, they transformed their dealer locator into a real-time Salesforce-powered experience. Sales could instantly update partner info, customers could easily find the right contact, and marketing began capturing actionable lead and location data. The result? A smarter channel, better customer experience, and measurable impact across the business.

Transform your website into a powerful resource for customers, simplifying the process of locating product dealers and contractors with real-time updates.



Contact us at sales@thehunleygroup.com or call (704) 426-3354 to schedule a demo and learn more about pricing.

For additional information, please visit our website at <https://thehunleygroup.com/>