

Core Package

\$999/mo

- ADA Accessibility Tool
- Apple Wallet Integration
- Advanced Trim Selector/Comparison
- Call Tracking - 6 numbers, 1,500 minutes (\$0.089 thereafter)
- Coupon Manager
- Insight Reporting
- Dedicated Account Executive
- Dynamic Thank-You Pages
- Google Wallet Integration
- Inventory & Pricing Manager
- Inventory Performance Report
- Keyword Site Search
- Dynamic Make/Model Pages
- Manufacturer Rebates
- Media Manager
- Mega Menu & Manager
- Mobile Click-To-Call
- New Vehicle Stock Photos
- Normalized Vehicle Features Filtering
- On-Site Inventory
- Personalization Engine
- Price Unlock
- Plugin Toolbar
- Responsive Custom Page Builder
- SSL Site Security & HTTPS Connection
- Standard SEO & Editor
- Support All 3rd Parties
- Technical Support
- Testimonial Manager
- Vehicle Photo Hyper Zoom
- Vehicle Photo Hot Spots
- Website Grader

Advanced Package

\$1,899/mo

CORE PACKAGE

- + Keyword Ranking Report
- + Local Listings Management
- + Reputation Monitoring & Dealership Reviews
- + Custom Content (4 Pages)

Premium Package

\$2,699/mo

CORE & ADVANCED PACKAGE

- + Trade-In Tool
- + Soft Pull Credit Application (60 pulls + \$2.99 add'l pull)
- + Smart Incentive System

CERTIFIED WEBSITE PROGRAM ADD-ONS



PRICE ADD-ON

*\$449 TRADE-IN TOOL

Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls. (\$2.99 per pull if utilized.)

\$449 SOFT-PULL CREDIT APP

Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 60 Soft Pulls - \$2.99 per add'l pull.)

\$300 CREDIT INQUIRY

Quick 3-step credit inquiry lead generator with integrated dealer inventory.

\$89 DEALERTRACK OR ROUTEONE INTEGRATION

Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack account for ease of pulling credit and submitting to lenders.

\$349 OFFER MANAGEMENT TOOL

Website add-on featuring homepage search-by-payment widget and SRP monthly lease/finance widget and Rate Customizer utilizing real-time bank and incentive data.

\$179 SMART INCENTIVE SYSTEM

Incentive program customized to customer's search history.

\$495 GOOGLE BUSINESS PROFILE PACKAGE

Amplify your presence on Google and increase listing engagement with our Google Business Profile optimization.

\$179 REPUTATION MONITORING & DEALERSHIP REVIEWS

Centralized, Comprehensive Review Monitoring Platform - Competitor Benchmarking - Automated Sentiment - Analysis (Dealer Watch) Proactive Dealer Review Alerts - Social Media Activity Monitoring - Hashtag Metrics and Trend Analysis - and more!

\$179 LOCAL LISTINGS MANAGEMENT

Ongoing data submission to 100+ Local Listings - Manual Claiming - Listing Optimization - Geocode Distribution for Maps & GPS (Dealer Watch) Devices - Duplicate Listing Merging/Removal - Directory Wide Holiday Hour Updates - Protection Against Listing Contamination. Local SEO Call Tracking (0.089/minute)

\$99 KEYWORD RANKING REPORT

Track search engine results page rank for specific target keywords. Our Keyword Ranking Report includes metrics such as your average position, position fluctuation, and top 10 keywords across all major search engines, all locations and all devices.

PRICE ADD-ON

\$599 CUSTOM CONTENT

SEO-optimized custom content generation service. (4 pages/mo)

\$599 CHAT UNLIMITED

• A/I Chat Bot • Facebook Messenger & Facebook Marketplace
• Jump-In Chat Feature • Unlimited Texting

\$249 MONTHLY TURKEY BANNERS

3 turnkey homepage graphic banners per month.

\$179 UNITS IMS: UNLEADED

DMS Polling • VIN Decoding • Syndication to 3rd Party Advertising Sites • High Definition Photo Uploading System • Bulk Update • Inventory To-Dos with Email Alerts • Window Sticker Module • Comment Generator • Photo Editor • Layover Module with Dynamic Overlay Features • Options on Image • Automated Hot Spots

\$249 UNITS IMS: PLUS

Includes Units IMS / Unleaded • Data Transfers • 360° Interior Upload • Price Cast

\$449 UNITS IMS: PREMIUM

Includes Units IMS / Unleaded / Plus • Recon & Photo Alert System • Exterior Walk Around Video • eAuto Appraise Integration • Customizable Hot Spots • AI Hot Spots Automated Hotspots • GBP Vehicle Ads

UNITS IMS INVENTORY VIDEOS Basic \$89 Advanced \$134

Adds stitched videos to the dealer's website • •
Adds stitched videos to 3rd party websites •

\$99 GOOGLE VEHICLE LISTINGS

Share inventory directly on your Business Profile on Google.

\$899 SEO PACKAGE

Enhance your website's optimization for Search Engine Results.
• Reputation Monitoring • 4 Pages of Custom Content
• Keyword Ranking Report • Local Listings Management

\$999 SPANISH WEBSITE

Responsive website with complete Spanish translation.

\$179 NEW VEHICLE CONFIGURATOR

Proprietary new model configurator (Build-a-Car).