

## A Winning Retail Platform

**Do you have a plan to engage today's buyer?**

Today's consumers have certain expectations when they shop online. Data shows personalized, meaningful engagement with speed and ease to deliver insights and answers they need are the keys to winning. Dealers who take advantage of the right tech will meet and exceed the demands of today's buyers. Those who don't will fall behind.



### Connect Better, Sell More

- › Give engaging, personalized digital experiences
  - › Never leave a website lead unattended
  - › Recognize more kept appointments
  - › Speed up the sales process
- Increase the number of lifelong customers



78%

Chat Conversion

21%

CTA Conversion

19%

DR Conversion

## A connected retail platform

CarNow is a dealer retail platform with tools that generate high-converting leads through personalized engagement. Our technology enables shoppers to move quickly and comfortably through the sales process.

### CONNECT AND ENGAGE

#### Chat & Messaging

CarNow offers a chat and messaging solution that drives and engages leads like no one else. Dealers enjoy remarkable results with our conversational calls-to-action, live-assisted conversations and video chat, and other next-level tools, dealers. Get the results you want by offering the experiences your customers want.

### CONVERT LEADS

#### Digital Retail

Our digital retail platform connects your virtual and in-store showroom like never before. Our tools enable your website to easily bring shoppers deeper into the sales funnel with non-intrusive tools that value a trade, pull credit, schedule an appointment, start a digital retailing session, and more.

### CLOSE DEALS FAST

#### Showroom Dealmaker

Empower your team to pick up a sale from anywhere in the process to pencil and close at the dealership. This powerful tool puts you in lockstep with all your buyers. Adding digital sophistication to your process decreases time to sale, boosts customer satisfaction, and drives more sales

## All this, and more!

- › Transparent Metrics
- › Robust Reporting
- › Dedicated Account Staff
- › Product & Training Experts
- › Trade Partner Integrations
- › On-Demand Lessons
- › Inventory Integration
- › Soft and Hard Credit pull options
- › F&I Merchandising & Accessories
- › DMS Integrations
- › Showroom Experience

## Convert Browsers into Buyers

Digital Retail is helping dealerships attract the most leads by giving online visitors what they want: clear pricing, trade-in values, and payment details before they visit.

Dealerships that don't offer this transparency risk losing out on thousands of potential customers.

Our Digital Retail tool is user-friendly and designed to provide customers with the online tools they need, speeding up your dealership's sales process.

### Q4 Results

F&I Rate	8.8%
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Trade Rate	5.9%
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Credit App Rate	6.9%
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New Car Close Rate	20%
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**All DR Close Rate 27%**

\*Among Internet Leads



Choose the platform with proven results.

**BOOK YOUR  
DEMO TODAY.**

Increase your sales with CarNow's Dealer retailing system.  
**877.882.5353 or email [sales@carnow.com](mailto:sales@carnow.com)**