



PrecisePrice™
by DealerSocket



Give Your Customers the Power to Build Their Deal from *Anywhere*

From Clicks to Bricks

Whether researching vehicles or structuring their deal, DealerSocket's technology seamlessly connects a car buyer's online activities to your showroom process for a true omnichannel buying experience.



Accuracy



Efficiency



Integration

Outperform the Competition

- **Mobile-Optimized**
Access PrecisePrice from any device, at any time
- **Integrated Desking**
Real-time API connects payment details between your website and desking software
- **To-The-Penny Pricing**
Accurate dealer calculations with taxes, fees, and incentives factored into deal calculations
- **VIN-Specific F&I Product Pricing**
Display VIN-specific F&I products, rates, and content through integrated F&I menu
- **DMS Push**
DealerSocket's CRM customers can push desked deals to the DMS for completion
- **Your Branding**
Branded to match your process, PrecisePrice lives on your website (not a subdomain)



Set Your Sales on Fire

The industry's only desking- and DMS-integrated digital retail platform.

Are You Digital Retail Ready?

With so many options in the market, how do you decide?

- **Pricing:** 57% of consumers want to receive your best price upfront.
- **Financing and Payments:** Car shoppers must be able to self-discover their buying power without giving up their personal data.
- **F&I Products:** Protect this critical profit center by educating consumers with digital content and accurate pricing so they can make an informed purchase.

Drive sales like never before.

The new age of car shopping includes the ability to research vehicles, configure a payment, and connect with a local dealership as efficiently as possible.



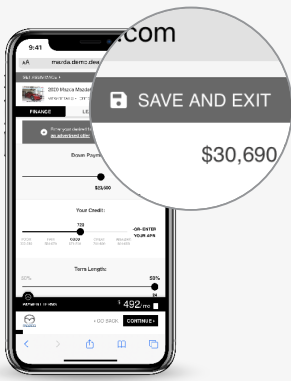
Partner > Provider

It's not just another lead. True digital retail adoption requires buy-in across the organization, and we're here to ensure you are set up for success.

✓ Onboarding

✓ Consultation

✓ Technical Support



Omnichannel Retailing

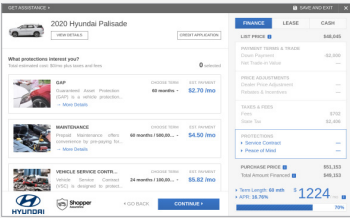
A connected retail experience between devices, your website, and your dealership.

- Mobile-optimized, website-native functionality
- Operates on any website platform
- Configurable calls to action (SRP and VDP)
- Industry-first “Save and Finish Later” functionality
- Google Data Studio Reporting
- In-store kiosk

Accuracy

Ensure your shoppers see the same price, whether at home or in your showroom.

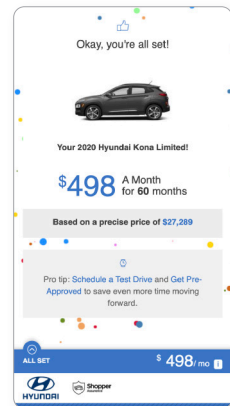
- Dealer terms and discounts
- OEM-integrated incentives
- Trade book configuration
- ZIP code-specific taxes and fees
- VIN-specific F&I menus
- Lead identity validation



Efficiency Driver

Consumer actions within PrecisePrice sync in real-time with integrated desking software, which means no more missed leads.

- Real-time payment calculation engine
- Home-delivery test drives
- Deal packet sync with desking
- Industry-first “Save and Finish Later” functionality

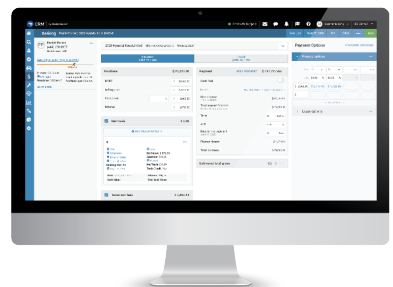


Integration

By integrating with existing dealership software systems, PrecisePrice allows consumers to get the same price at home or in the dealership.

- Direct post to CRM*
- Test drive appointment scheduler*
- Push to DMS*
- F&I menu powered by F&I Express

* Requires DealerSocket CRM™



Define Your VIP Digital Retail Process

Our Strategic Growth Management team provides dedicated, in-territory consultation for your digital retail success.



Online

- ✓ Sales & Marketing Training
- ✓ Creation of Online Marketing Assets
- ✓ Configuration of PrecisePrice Data
- ✓ Setup of Google Data Studio Reporting



In Store

- ✓ Onsite Install and Training
- ✓ Onsite Monthly Consultations
- ✓ Establishment of KPIs and DRS Reception
- ✓ Digital Retail Scorecard Review



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Have a question?

Give us a call at (888) 655-1435 or contact
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