# THE DEALERFIRE DIFFERENCE

Innovative engineering – it's part of the JLR philosophy, and it makes us a perfect partner for JLR dealers, as we're always challenging the norm. The car buying journey is different now – every online interaction is magnified. You must engage consumers with your website, and provide them with an easy path to purchase. With DealerFire, that's what you get. Our years of experience, paired with the power of the DealerSocket platform allows us to leverage data to provide the most seamless car shopping experience out there.
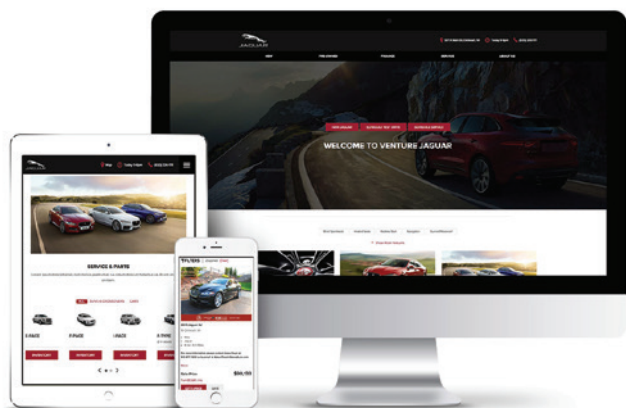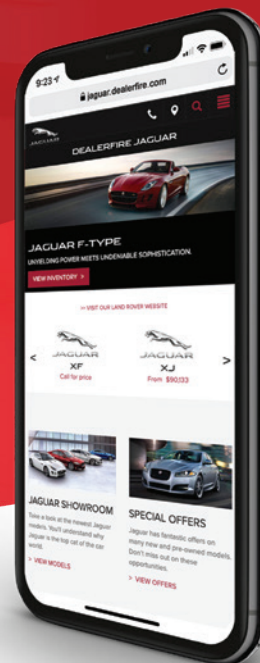
ONE EXPERIENCE
ALL DEVICES

It doesn't matter what device car shoppers are using – they should be able to get the full experience. DealerFire provides a fully responsive platform, meaning from full desktop to mobile, consumers are getting the same vibrant experience. We've been doing responsive longer than anyone in automotive, and we've learned more than a few tricks along the way. Don't make your shoppers settle for less on their mobile devices.

FUTURE-PROOF YOUR
DEALERSHIP WITH ENGINE6

Finally, a website editor that gives you full control over your website. With DealerFire Engine6, you can build a beautiful website with no code for miles. Just choose from 75+ inventory and incentives-integrated modules to create a multi-device optimized landing page. We have created the industry's first truly in-line editing system for dealer's looking to show off their marketing and design skills.
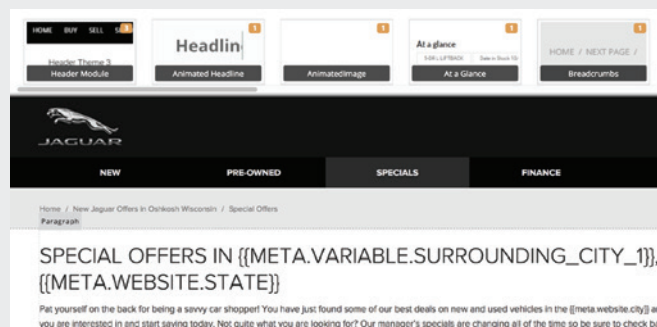
CUSTOMIZED
SHOPPING EXPERIENCE

Shop by budget. Shop by payment. Shop by feature. Save a vehicle for later. We make it easy for your customers to shop and find the vehicle that is right for them, whether they are looking to buy now or in the near future. We understand that car shopping should be fun – and the little things matter when it comes to buying a vehicle. And with our Geo-Fencing feature, included with your website, we allow you to further customize the experience by targeting the right consumers at the right time. By paying attention to the details, we drive more leads, and ultimately, more sales.

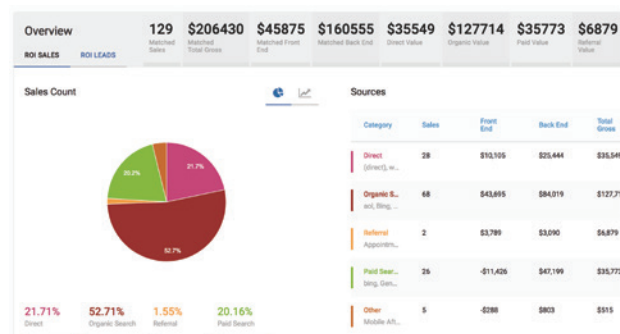## OPTIMIZED CUSTOM
PAGE CONTENT & SEO

We pride ourselves on our SEO philosophy, as our site architecture ensures that your site will be visible everywhere it needs to be online. Part of this is the custom-written content that allows you to tell your dealership's story right on your digital storefront. Our upgraded package also provides a more robust ongoing SEO solution, with recurring custom content that is made specifically for your brand, making your site the authority in your region and beyond. This organic strategy also improves domain authority and helps build links to keep your site in the good graces of Google and the other search engines.

TRANSPARENT
ROI REPORTING

We report on the metrics that matter to you – and provide full transparency to everything that's happening. And if you don't want to sift through the data yourself, your account manager will be happy to go through it all with you and let you know how we're doing. But we won't rest on our laurels – if there's room to improve, we'll work together on the best strategy to get there.
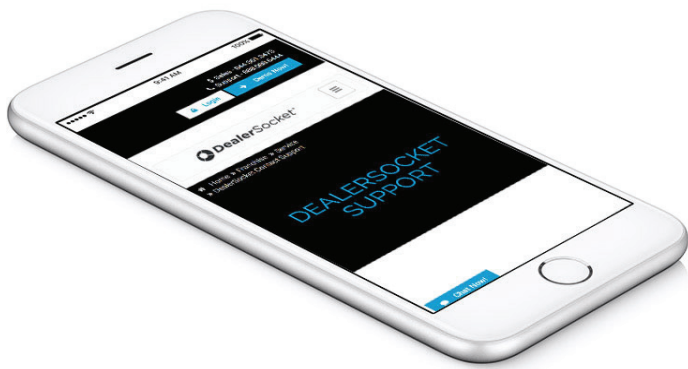
QUICK AND
RESPONSIVE SUPPORT

With DealerFire support, you will always talk to a person – and that person is someone that is experienced and exclusive to website support, so they know what you need. Getting things done quickly is important, but we'll always take the extra moment to make sure that first, it is done correctly.

WEBSITE + DESKING:
PRECISE PRICE DIGITAL RETAIL

Making the decision to buy a vehicle is complicated. But that doesn't mean that the decision is made in the dealership. Allow customers the flexibility to lock in their purchase details online with our Precise Price digital retail solution. The data has shown that sales that go through Precise Price are often more profitable to dealers than traditional sales. Happy customers, quicker sales, more dollars. Everyone wins.

ESTIMATE YOUR PAYMENTS

Please adjust the options below so we can estimate the most accurate monthly payments.

YOUR ESTIMATED CR 5.90% RE

| Very Poor (Under 600) | Poor (600 - 649) | Average (650 - 699) | Good (700 - 750) | Excellent (Over 750) |

LOAN TERM

| 24 (months) | 36 (months) | 48 (months) | 60 (months) | 72 (months) |

$3,000 PAYMENT

$0 $52,109

UPDATE PRICING
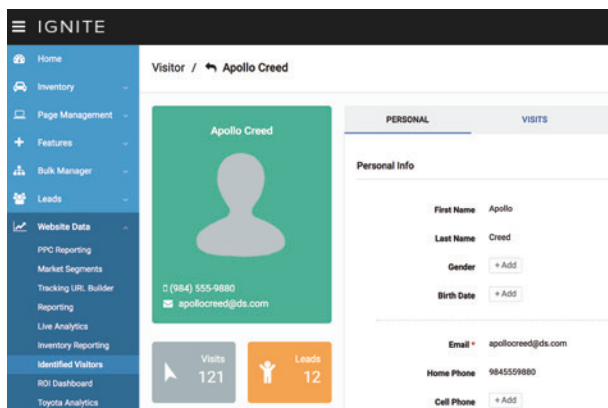
WEBSITE + DEALERSOCKET CRM:
CROSSFIRE CUSTOMER MATCH

Our platform provides many data integrations across products, with CrossFire being one of the most popular. Link DealerSocket CRM and website to find customer matches, allowing you visibility to a more in-depth path for individual customers. This data can not only help you close the sale, but learn more about consumer behaviors overall.

DEALER WEBSITE PACKAGES

	PREMIUM WEBSITE PACKAGE $1,049/MO	PRESTIGE WEBSITE PACKAGE $1,599/MO	SUPERCHARGED WEBSITE PACKAGE $2,349/MO
Responsive Website	X	X	X
Mobile Page Speed Optimization	X	X	X
Advanced Engine6 Page Editor	X	X	X
Multi-Device Preview	X	X	X
HTTPS/2	X	X	X
Inventory Management	X	X	X
Search by Popular Features	X	X	X
Website Live Search (w/ Voice Recognition)	X	X	X
Share Vehicle via Text	X	X	X
OEM Showroom w/ Model Details	X	X	X
Incentives Manager	X	X	X
Dynamic SEO Platform	X	X	X
Schema Structured Data	X	X	X
Menu Manager	X	X	X
Facebook Messenger Integration	X	X	X
Intelligent Pricing Profiles	X	X	X
Shop by Payment	X	X	X
Advanced Form Builder	X	X	X
Easy iFrame	X	X	X
Google Maps API w/ Auto-Complete	X	X	X
Website Call Tracking	X	X	X
Admin Google Analytics Integration	X	X	X
Geo-Fencing	X	X	X
Announcement Bar	X	X	X
Dedicated Account Strategist	X	X	X
Price Drop Alerts		X	X
Sales Attribution Dashboard		X	X
3 Monthly Blog Posts (AMP Enabled)			X
2 Monthly Landing Pages			X
1 Monthly Press Release			X
Google My Business Management			X
Link Building			X

SEO

DealerFire®

(833) 873-5624 dealerfire.com

Responsive Website
We were one of the first vendors in automotive to provide fully responsive websites. While our competitors play catch-up, we've been increasing our lead by continuously optimizing. We build websites with a mobile-first mentality, and with mobile accounting for up to 50 percent of website traffic, your brand is visible and relevant.

HTTPS/2
Your website data is as important as your customers feeling secure. Add an SSL certificate to rank better with Google and allow for faster downloads and connections.

Inventory Management
DealerFire has provided inventory management for over a decade. Using Ignite CMS, you can update all aspects of your inventory, as well as see reporting for most popular viewed and saved vehicles.

Website Live Search (w/ Voice Recognition)
Provide shoppers with familiar search functionality: search bars that automatically suggest and preview results as they type (or voice) their inquiries.

Share Vehicle Via Text
Native mobile functionality is extremely important. Add this module to your VDP for users to share a vehicle's information via text.

OEM Showroom w/ Model Details
Keep your model lineups current with our showroom and model details pages. All content is custom written for your dealership.

Dynamic SEO Platform
As your inventory updates, so does your SEO. With our dynamic SEO platform, your pages are created with unique meta elements and schema to ensure proper site architecture.

Menu Manager
Drag and drop, create folders, add external links, and even hide pages from your sitemap. Menu Manager does it all.

Intelligent Pricing Profiles
Pricing is one of the most important components to your business. With Price Profiles, you can select the pricing that displays for your inventory.

Advanced Form Builder
The wait is over. DealerFire has built the most robust form builder in the industry. Choose from multi-step or simple, and add fields from our 50+ field library.

Mobile Page Speed Optimization
If your website loads quickly, your customers stay tuned in. DealerFire websites are some of the fastest in the industry that still provide a full user experience across all devices.

Advanced Engine6 Page Editor
No code for miles. DealerFire has created the most robust website editor in the industry. No more CSS, JS, or HTML. Just choose from over 75 inventory and incentives integrated modules and build your page with drag-and-drop functionality.

Multi-Device Preview
Most website tools let you preview your page in desktop or mobile. DealerFire allows you to preview your pages from multiple devices, including desktop, small computer, tablet and mobile.

Search By Popular Features
Vehicles from various manufacturers have similar features, but are often named in a variety of unique ways. Our standardization algorithm simplifies these naming conventions by standardizing names for common features and equipment. Users can search and filter a large group of vehicles with easy-to-understand terms, making it easier for them to find exactly what they seek.

Schema Structured Data
Meta data is only the beginning of your website's SEO structure. We'll add custom schema markup for product pages, as well as automotive business-specific data to make sure your website is detailed for search engines.

Facebook Messenger Integration
Connecting with customers via Facebook Messenger is easier than ever. Just add the widget to your website with your Facebook credentials and you'll be off and running with a brand new chat tool.

Shop By Payment
Giving consumers an accurate estimate of the costs and savings around a vehicle purchase helps gain their trust.

Easy iFrame
We live in a world of enhanced lead tools. Everything from credit to trade, and beyond. Use our iFrame tool to add your own 3rd party services to the website. No waiting.

Google Maps API w/ Auto-Complete
It's not enough to simply show a website user your location on a map. Provide the experience they expect with custom driving directions and auto-fill addresses.

Geo-Fencing
Our rule based marketing platform allows you to customize and tailor your home page, announcement bar, and slideshow message based on the actual location of your consumers.

Dedicated Account Strategist
Our product expert team is built around a consulting model that emphasizes proactive outreach. You are assigned a dedicated account manager to provide strategy, reporting, and best practices.

PREMIUM WEBSITE FEATURES

Admin Google Analytics Integration
We provide you with full analytics access to your website. We transfer your current accounts into a new account that you own even if you switch providers. We also send customized monthly reports — 100 percent transparency.

Website Call Tracking
Each website includes a call–tracking line for sales and service. We'll report on these in our Ignite lead reporting and even deliver the call recording for your review.

Announcement Bar
Your customers want the latest info from your business. Create announcement bars to convey specialized messages.

PRESTIGE WEBSITE FEATURES
INCLUDES ALL PREMIUM PACKAGE FEATURES PLUS

Incentives Manager
Automating incentives is one thing, controlling them is completely different. With Incentives Manager, you can enable/disable incentives with the click of a button. You can also add current incentives (rebates, finance, and lease) to your real-time inventory.

Price Drop Alerts
The search for a car can be time-consuming and customers can be fickle. Stay top of mind by allowing customers to subscribe to inventory price changes.

SUPERCHARGED WEBSITE FEATURES
INCLUDES ALL PREMIUM AND PRESTIGE PACKAGE FEATURES PLUS

3 Monthly Blog Posts (AMP Enabled)
Your dealership's blog can be a beacon of information for local events, breaking news about the OEMs you represent, and everything in between. Spreading the word about your brand gets eyeballs on your website. Now enabled with AMP for lightning-fast page load and SEO optimization.

1 Monthly Press Release
Get word out quickly about your event, promotion, or unique features with a press release. Your press release is distributed to high-quality sources that post your content and give you valuable backlinks.

2 Monthly Landing Pages
An informative landing page that uses specific keywords gets higher rankings and puts your market in your crosshairs. Increase your non-branded search traffic.

Google My Business Management
Optimization of dealer's Google My Business page and monthly posting of new products, events, offers and more through Google Posts.

Link Building
Any successful SEO strategy should include optimizations off-site. With link building our expert content team will create release content housed on distribution networks, providing visibility for your website outside of your own domain.

DealerFire®

(833) 873-5624 dealerfire.com