



# CERTIFIED WEBSITE PROGRAM

**CORE PACKAGE**  
**\$899/mo**

## PRODUCTS & FEATURES

Responsive Website	Responsive Custom Page Builder	New Vehicle Stock Photos
SSL Site Security & HTTPS Connection	CPE Tracking	Vehicle Photo Hot Spots
Standard SEO and Editor	Media Manager	Vehicle Photo Hyper Zoom
Website Grader	2-Part Lead Forms	Manufacturer Incentives & Rebates
InSites 1 - Advanced Reporting	One-Touch Forms	Safety Crash Test Rating
6 Call Tracking Numbers	Dynamic Make/Model Pages	Green Scores
Keyword Site Search	Dynamic Thank You Pages	Awards & Accolades
Mega Menu & Manager	Special Programs	Window Sticker
Testimonial Manager	Advanced VDP & Editor	Social Media Toolbar
Content Library	Price Unlock	Dedicated Account Executive
ADA Accessible	Coupon Manager	

**GOLD PACKAGE**  
**\$1,399/mo**

+ CORE PACKAGE

- + iSpy - Real Time Alerts
- + Vehicle Inventory Videos
- + eAutoAppraise - Trade-In Tool
- + DriveCentive - Incentive Program

**PLATINUM PACKAGE**  
**\$1,899/mo**

+ CORE & GOLD PACKAGE

- + 3 Monthly Turnkey Banners
- + AutoBot or Dealer Managed Chat
- + eCreditApp Lite



# CERTIFIED WEBSITE PROGRAM | ADD-ONS

PRODUCTS & FEATURES		PRICE
<b>SARA: Smart Automotive Retailing Assitant</b>	3-In-1: Includes SARA (Digital Retailing), eAutoAppraise, & eCreditApp! Meet SARA. DEP's industry leading digital retailing tool.	<b>\$1,599</b>
<b>eAutoAppraise (Trade-In Tool)</b>	Integrated dealer inventory and real time pre-approval credit soft pulls. Values determined by NADA guides or Kelley Blue Book. (Blackbook +\$100/mo)	<b>\$449</b>
<b>eCreditApp</b>	Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 100 Soft Pulls - \$1.50 per add'l pull)	<b>\$449</b>
<b>eCreditApp Lite</b>	Quick 3-step pre-approval lead generator with integrated dealer inventory.	<b>\$300</b>
<b>Dealer Watch</b>	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	<b>\$179</b>
<b>Dealer Managed Chat [Facebook Connect Included]</b>	Chat software facilitates chats on the dealer's site and dealer/shopper communication.	<b>\$299</b>
<b>AutoBot</b>	Artificial Intelligence conducting a conversation on behalf of a dealer.	<b>\$399</b>
<b>AutoBot Hybrid</b>	Artificial Intelligence conducting a conversation on behalf of a dealer that allows dealership personnel to jump into the chat and take over. (Up to 50 chats/mo) • 51-100      • 101-150      • 151-200      • 201-250      • 251-300 <b>\$649      \$849      \$999      \$1,299      \$1,499</b>	<b>\$499</b>
<b>Hybrid Chat [Facebook Connect Included]</b>	24-7-365 proactive live chat that allows dealership personnel to jump into a live chat anytime to take over the assist. (Starting at 50 chats/mo) • 51-100      • 101-150      • 151-200      • 201-250      • 251-300 <b>\$649      \$849      \$999      \$1,299      \$1,499</b>	<b>\$499</b>
<b>SEO Horsepower Package</b>	Enhance your website's optimization for Search Engine Results. Package Includes: • Reputation Management      • Used Cars Network      • 4 Pages of Custom Content • Local Listings Management      • Keyword Ranking Report	<b>\$899</b>

## ADDITIONAL ADD-ONS

- \$359** – DriveCentive (Incentive Program)
- \$549** – Custom Content (5 pages/mo)
- \$100** – Unlimited Text
- \$359** – Email Hosting
- \$179** – New Vehicle Configurator
- \$224** – Monthly Turnkey Banners (3/mo)
- \$300** – Inventory Video
- \$179** – Parts Catalog
- \$150** – iSpy – Real Time Alerts

PRODUCTS & FEATURES		PRICE
<b>SARA: Smart Automotive Retailing Assistant</b>	<b>3-In-1: Includes SARA (Digital Retailing), eAutoAppraise, &amp; eCreditApp!</b> Meet SARA. DEP's industry leading digital retailing tool.	<b>\$1,599</b>
<b>eAutoAppraise- Trade-In Tool</b>	Values determined by NADA guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls. (\$1.50/pull)	<b>\$449*</b>
<b>eCreditApp</b>	Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 100 Soft Pulls - \$1.50 per add'l pull)	<b>\$449</b>
<b>eCreditApp Lite</b>	Quick 3-step pre-approval lead generator with integrated dealer inventory.	<b>\$300</b>
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<b>Dealer Managed Chat (Facebook Connect Included)</b>	Chat software facilitates chats on the dealer's site and dealer/shopper communication.	<b>\$299</b>
<b>Unlimited Texting</b>	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.	<b>\$100</b>
<b>Email Hosting</b>	Unlimited mailbox email hosting.	<b>\$359</b>
<b>Parts Catalog</b>	OEM parts and accessories catalog accessible to customers from a dealership's website.	<b>\$179</b>
<b>iSpy- Real Time Alerts</b>	Alert system identifies real-time shoppers as they browse the website.	<b>\$150</b>
<b>DriveCentive- Incentive Program</b>	Incentive program customized to customer's search history.	<b>\$359</b>
<b>New Vehicle Configurator</b>	Proprietary new model configurator (Build-A-Car).	<b>\$179</b>
<b>Inventory Video</b>	Dynamically created narrated video using dealership inventory photos.	<b>\$300</b>
<b>Banner Creation (3/mo)</b>	Choice of 3 custom or turnkey homepage graphic banners.	<b>\$224</b>
<b>Dealer Watch</b>	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	<b>\$179</b>
<b>SEO Advanced Package</b>	Enhance your website's optimization for Search Engine Results. Package Includes: • Reputation Management    • Used Cars Network**    • 4 Custom Content Pages • Local Listings Management    • Keyword Ranking Report	<b>\$899</b>
<b>Custom Content</b>	SEO-optimized custom content generation service. (5 pages/mo)	<b>\$549*</b>

\*Indicates starting price  
\*\*Availability may vary