

Website Packages	STANDARD \$1,899	ADVANCED \$2,899	DOMINATE \$3,799
<b>Lightning-Fast, Scalable Hosting</b> Enterprise-grade cloud hosting with built-in security, SSL encryption, and Cloudflare protection to keep your site secure and always online.	✓	✓	✓
<b>Mobile-First Optimization for Every Shopper</b> A fully responsive, mobile-first experience that ensures your site looks flawless and converts on any device.	✓	✓	✓
<b>Smart Content Management</b> Update your site with ease using an intuitive, dealer-friendly content management system.	✓	✓	✓
<b>SEO-Optimized Structure</b> Built-in best practices that drive organic traffic and help you rank higher in local searches.	✓	✓	✓
<b>Precision Lead Routing</b> Capture, track, and automatically route leads for faster follow-ups and higher conversions.	✓	✓	✓
<b>Deep Analytics &amp; Insights</b> Integrated GA4 and OEM event tracking to measure performance and optimize marketing spend.	✓	✓	✓
<b>Powerful Inventory Discovery</b> Advanced search and filtering tools that help shoppers find their perfect vehicle in seconds.	✓	✓	✓
<b>Compelling Offers &amp; Incentives</b> Highlight special promotions, rebates, and financing deals to drive urgency and action.	✓	✓	✓
<b>ADA &amp; Accessibility-Ready (AudioEye®)</b> AudioEye integration ensures an inclusive, user-friendly experience for all shoppers.	✓	✓	✓
<b>Privacy &amp; Compliance Made Simple (Cookie Consent Management)</b> Built-in cookie consent management and privacy rights requests for seamless data compliance and consumer trust.	✓	✓	✓
<b>Built for Speed &amp; Scalability</b> Engineered for speed, delivering faster load times, smoother experiences, and higher conversions.	✓	✓	✓
<b>Integrated Site Security Framework</b> Advanced security stack includes SSL, Cloudflare, and real-time protection to safeguard data and defend against attacks.	✓	✓	✓
<b>Call Tracking</b> Provided through Marchex with tiers of provided minutes by package level.	200	200	400
<b>Unlimited Inventory Exports</b> Seamlessly push your inventory to as many third-party platforms, marketplaces, and partners as needed—without limits or extra fees.		✓	✓
<b>Personalized Shopping Experience</b> Personalized content, powered by location and behavior, guides each shopper on a journey they can pause and return to anytime.		✓	✓

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<b>SEO-Focused Content Migration</b> Identify and migrate the top-performing legacy content—preserving SEO value and shopper engagement as you transition to your new site.		✓	✓
<b>Vehicle Build &amp; Price</b> Empower shoppers to configure their ideal vehicle and instantly browse matching inventory or send their build to your dealership.		✓	✓
<b>Multilingual Website Translator</b> AI-driven language models to dynamically translate your website into 100+ languages—creating a seamless, personalized experience for every shopper.		✓	✓
<b>Dynamic Staff Pages &amp; Salesperson Connect (from DealerRater)</b> Let customers meet your team before they walk in with staff profiles sync with DealerRater, simplifying management and allowing shoppers to choose their preferred salesperson when submitting a lead.		✓	✓
<b>Credit Application with RouteOne and DealerTrack Connection</b> Connect DMS sales data to website leads for clear, actionable ROI reporting—giving you full visibility into what's driving results.		✓	✓
<b>AccuTrade Core</b> Turn browsers into trade-in leads with VIN-accurate appraisals and real-time market data from AccuTrade. Engage shoppers at key touchpoints and generate more profitable acquisition opportunities.		✓	✓
<b>Shopping Tools</b> Shop By Payment: Convert visitors into pre-approved customers with lender prequalification, budget filters, and payment calculator. Shoppers can seamlessly add in an AccuTrade-appraised vehicle as trade in equity to the deal.  Online Shopper: Empower shoppers to take control of their buying journey—from customizing payment options to adding F&I products—all from the comfort of home. These digital tools reduce friction and drive conversion by making car buying seamless and convenient.		Shop by Payment & Lender Pre-qualification	Online Shopper Modern Retailing
<b>DMS Connection for Sales Matchback Intelligence</b> Connect DMS sales data to website leads for clear, actionable ROI reporting—giving you full visibility into what's driving results.		✓	✓
<b>Conversations Chat</b> Engage buyers the moment they land on your site. Conversations provides AI-powered, managed, and self managed chats to answer questions, guide searches, and seamlessly hand off hot leads to your team.		Self-Managed	50 Managed

## A LA CARTE

Digital Retailing	Price
<b>Online Shopper</b> Empower shoppers to take control of their buying journey—from customizing payment options to adding F&I products—all from the comfort of home. These digital tools reduce friction and drive conversion by making car buying seamless and convenient.	\$1,200/mo

*\*Online Shopper requires a \$600 one-time set-up fee*

Advanced Capabilities	Price
<b>Facebook Inventory Exports</b> Export inventory to your Facebook Automotive Inventory Ads product catalog for use in advertising campaigns.	\$149/mo
<b>Custom Development</b> Hours of development beyond specified allotment or outside scope of work. Including but not limited to Homepage Redesign, Template Change, interior page development.	\$125/hour
<b>AccuTrade Core</b> Turn browsers into trade-in leads with VIN-accurate appraisals and real-time market data from AccuTrade. Engage shoppers at key touchpoints and generate more profitable acquisition opportunities.	\$499/mo
<b>AccuTrade Connected</b> AccuTrade's proprietary OBD-II scan technology delivers detailed diagnostics directly into the appraisal—helping you avoid losses, build trust, and clearly explain vehicle value to every customer.	\$1,499/mo