

**Dealermade Essentials Package** is loaded with features that are considered options by our competitors, but we include all of the services required to be successful online at one low price. We offer additional services that are highly effective, but not required by all dealers. We offer these items at a discounted rate as an add-on, or they can be purchased independently. Add-on services can be started and stopped at any time, and work under the same month-to-month agreement as our Essentials package.

## **Dealermade Essentials**

# **\$199<sup>95</sup>**

### **INVENTORY UPDATES**

- Automated inventory updates from any vendor (ADP, Reynolds & Reynolds, etc.)
- Automated 3rd party inventory & picture updates (Dealer Specialties, CDM, etc.)

### **NEW VEHICLE FEATURES**

- VIN decoding
- Multiple action buttons (contact, tell-a-friend, apply for credit, etc.)
- Manufacturer window stickers
- Current manufacturer financial incentives
- Manufacturers printable/downloadable full color sales brochures (pdf)
- Lead notification to single or multiple email addresses, CRMs, or cell phones
- Ten to twenty stock photos per model
- Unlimited photos per vehicle
- Lead management and follow-up database

### **PREOWNED VEHICLE FEATURES**

- VIN decoding
- Multiple action buttons (contact, tell-a-friend, apply for credit, etc.)
- Lead notification to single or multiple email addresses, CRMs, or cell phones
- Unlimited photos per vehicle
- Stock photo when actual photos are not present
- Lead management and follow-up database

### **SITE NAVIGATION**

- Picture & text navigation structure
- Two click maximum to new inventory
- Two click maximum to preowned inventory

### **DEPARTMENTS & PROMOTIONAL TOOLS**

- Click-on Inventory Specials (auto-remove upon sale)
- Dealership No-HTML required Instant add/edit control of ALL site data
- Unlimited Departments with Unlimited Downloads, Forms, Links, Contacts per Dept
- Online product (Hats to Wheels) sales
- Photo Galleries

### **EXPORTING TO 3RD PARTIES**

- Daily export of inventories & pictures to AutoTrader.com, Cars.com, and other 3rd party accounts

### **STANDARD CUSTOMIZATION**

- Full Page Custom Flash Intro (if desired)
- Custom Flash Header & Logo Implementation
- Corporate Page Portal to each Dealership (For Multi-Dealerships)
- Color & Style changes
- Services & Support
- Online Support 24-7
- Website Stats
- Phone Support & Training 9-5 M-F
- Unlimited Domain Hosting
- Unlimited Email Accounts

## **Add-On's**

### **AUCTION MANAGER & LEAD PRODUCER**

Add-on Pricing: **INCLUDED IN ESSENTIALS** w/o a Dealermade Site: \$95/mo

Standard with our Essentials Package, all inventories and vehicle pictures are auto-loaded into the Ebay Listing software from your website daily. The Ebay Auction Management System keeps you informed on all your auctions but more valuable is the Lead Producer System that provides the name phone and email of each bidder within your auctions providing invaluable leads from buyers that are committing to a bid for a known make/model; this is the most qualified lead possible. The lead generator system puts you in the drivers' seat.

**POSTING COST: \$10/PER LISTING OR \$250/MO UNLIMITED**

### **INVENTORY DIRECTOR**

Standardization of inventories to 3rd parties  
Add-on Pricing: **INCLUDED IN ESSENTIALS** w/o a Dealermade Site: \$150 Setup & \$150/mo  
Standard with our Essentials package, but many Dealers find themselves in need to have their inventory data placed in a format that can be accepted by any 3rd party they desire, whether it's Auto Trader, Cars.com, Google, or any other 3rd party. We will pull you inventories daily and push to all your 3rd parties in their required format to get your inventories shown in more places than just your website.

### **800-TRACKER**

Add-on Pricing: \$100 setup & \$65/mo

We provide two (2) 800-numbers, one for your website and the 2nd for your newspaper ads, etc.. All calls can be forwarded to any series of numbers, they can be recorded and reverse look-ups can be completed. The reporting system delivers all results and usage. 1-800-Tracker enables you to know exactly how many calls your promotional efforts are delivering.

Additional 800#'s: \$15/mo

Per minute charge: 12 cents

\*Per Reverse look-up: 12 cents

\*On/Off Feature

### **BUILD-A-CAR**

Add-on Pricing: \$100 Setup & \$ 99/mo

We always recommend displaying your new vehicle inventories but when a customer wants to customize their car we can make it quick and easy with the build-a-car module.

### **QUICK VIDEOS**

Add-on Pricing: \$150/mo

*Only available to Dealermade customers.*

We offer 1 minute video on every new vehicle available in the United States. We can make the video linkable or to auto-display for every new vehicle in your inventory. Hear & view all the features, it's an instant TV Commercial online.

### **ILM -- INTERNET LEAD MANAGER**

Add-on Pricing: \$100 1-time setup charge

\$99 per month, Admin seat

\$65 per month, per user \$150/mo

The Dealermade ILM system accepts leads from 3rd parties and manages all activities and appointments.

## DEALERMADE PRICING OPTIONS



Our pricing is often 50% - 75% lower than our competitors; however, pricing should only become part of the evaluation process after reviewing a site's features. Research Dealermade and it becomes visibly apparent that we offer more features than the competition, at the best price.

### Single Dealer Pricing



**\$750.00** one-time setup fee

**\$199.95/mo.** or **\$255.00/mo.** with **\$0** setup fee

**MONTH-TO-MONTH** agreement terms

[Dealermade Agreement](#)

### Multi-Dealer Pricing



**\$750.00** on-time setup fee for the first dealership

**Each additional dealership is only \$250.**

**\$179.95/mo.** per dealership

**MONTH-TO-MONTH** agreement terms

**\$2,000 MAXIMUM SETUP FEE**

[Dealermade Agreement](#)

### Used Car Dealer Pricing



**\$500.00** one time setup fee

**\$129.95/mo.** or **\$169.95/mo.** with **\$0** setup fee

**MONTH-TO-MONTH** agreement terms

Inventories are not automated; instead, they are added by the user directly into the website with the help of our admin center. If automated inventories are required, select the single dealer pricing.

[Dealermade Agreement](#)

### Contract Buyout Program

There are many Dealers that want to increase their internet sales with Dealermade, but because their present provider has locked them into a term contract, they are unable to grow sales with us until their contract ends. If you are within six months of your expiration date, Dealermade can help you make the change **TODAY** with our Contract Buy-Out Offer.

**Dealermade will waive all monthly fees until the contract ends.**

#### Dealer Terms and Conditions:

- Dealer provides copy of contract with termination date.
- Dealer will pay the 1-time setup fee.
- Dealers 1st Monthly fee will be due on the 1st of the month following contract termination date.
- Dealer must re-point their existing advertised domain name to the Dealermade site.

Dealermade is committed to providing quality service; it can be seen in every program, product & service we offer.

Dealermade Agreement w/Contract Buyout Terms

### Non-Dealer Pricing



The Dealermade website easily adapts to any type business, product or service. The setup fee is slightly higher due to increased customizations and design work but offers the same low monthly price.

**\$1,000.00** 1-Time setup fee

**\$129.95** Monthly fee

**Month-to-Month** Agreement terms

Product, Service and Pictures are added by user (vs. automated) directly into the website utilizing the admin center.

[Non-Dealer Agreement](#)

**READY TO GET YOUR SITE DEALERMADE**, click-on the package agreement of choice from above; or just [click here](#) or on our logo below, and let ADS do the rest!

