

PROBLEM/RATIONAL DROWNING

Our industry is changing...the world is changing. Technology is ever evolving. Consumer expectations have never been higher, and their attention-spans have never been shorter. Their approach to retail is no different. Today's shoppers are more educated about their choices. They expect immediate interaction and responses wherever they are in their buying journey. They want to transact quickly and trust that they're getting an accurate and fair deal. Most of all, they want to shop the way they want to shop, a personalized experience and [data for online] from the comfort of their home.

Car shoppers are no different. In fact, 76% of consumers surveyed said they were open to buying their next vehicle completely online*. Dealers who don't offer shoppers the ability to easily do this will soon be left behind.

Are you providing the personalized car shopping experience today's consumers demand? Or are they looking at you in their rear-view mirror?

(stats for graphical representation)

- 84% of dealers surveyed agree that their customers expect to complete more of the purchase process online than ever before.
- 69% of dealers surveyed added at least one digital step to their workflow due to COVID-19. 80% plan to offer more parts of the vehicle purchase process online in the next 1-2 years.
- 64% of dealers surveyed have seen a positive impact in vehicle sales as a result of implementing a DR solution.
- Nearly 75% of dealers surveyed agree that dealerships won't be able to survive in the long run if they don't adopt DR.

SOLUTION:

DealerSocket's PrecisePrice digital retail tool provides dealers with deep integrations, accuracy and efficiency while delivering a digital buying experience to consumers that makes it easy for them to shop, commit and transact.

PrecisePrice provides a truly unified digital retail enterprise. The all-new online consumer experience increases your leads and close ratios by putting the shopper in the driver's seat – delivering a personalized path for them to confidently shop, commit and purchase, how, when and where they want to. The deep integrations across your CRM, Desking and DMS software platforms drive workflow efficiency and deal accuracy, saving you time and money and delivering the superior customer experience today's car shopper demands.

An educated consumer is a quicker buyer, especially when they do their research online. Accurate rates lead to happy customers which leads to the consumer returning to the

dealership in the future. It is cheaper to retain customers rather than begin business with new clients. PrecisePrice can ensure you have educated, happy customers who trust they are getting the best deal for their car.

With PrecisePrice, the consumer can have the complete dealership experience without the dealership even lifting a finger. Both dealers and consumers want simplicity and PrecisePrice streamlines everything onto one platform with its integrations and newly added features. Together it offers efficiency, accuracy, deep integrations, and guaranteed customer satisfaction.

(Pilot OKR Stat graphical representation)

Connected Suite of Solutions

Efficiency, Integration, Accuracy, and Customer Satisfaction

Efficiency – Reserve Vehicle with Deposit; Save and Finish Later

Accuracy – Finance, Lease, and Total Payments; Credit Application and Soft Credit Pulls; VIN Specific F&I products

Integration - CRM, Desking and DMS Integrations; Trade-Ins with TradePending's SNAP Trade-In Appraisal Tool; OEM Program and Rebates Stacking

Customer Satisfaction – New UI; Test Drive Scheduler; Deal Negotiation

Integration - At DealerSocket, we understand how important integrations are. PrecisePrice is the first digital retail platform with integrated desking software and the only platform that pushes directly into your DMS. This integration boosts dealers with lead and deal accuracy, easier workflows, less keying, paperwork done in advance, delivery of dynamic price quotes with all costs factored and aligned across platforms (CRM, Desking, DMS). Also included is TradePending's SNAP trade-in appraisal tool and OEM Program and Rebates Stacking.

Customer Satisfaction - PrecisePrice builds a trusting relationship between the dealership and customers, with accurate costs and trade-in values, which is sure to keep the customer coming back again. An educated consumer will spend a shorter amount of time in the dealership. With the Deal Negotiation feature, they are able to personalize their shopping experience and dealers will see an increase in engagement. The all-new UI has been polished; offering a sleek, modern design for customers to navigate and stay engaged, finishing their car buying process online.

Accuracy – With real-time payment calculators, Finance, Lease, and Total Payments guarantees accuracy, inclusive of dealer terms and discounts. Credit Application and Soft Credit Pulls adds one less step for the dealership and boasts accurate payment quotes, moving the customer more quickly to conversion. With VIN Specific F&I products, the consumer will see all products directly related to the vehicle of interest, driving revenue with accuracy and customizations.

Efficiency - The Save and Finish Later feature allows for a smooth transition from couch to showroom. Consumers can schedule test drives for in-store or delivery, with the TestDrive Scheduler feature. They can even reserve the vehicle with deposit, all without stepping foot in the dealership.