



## Don't Miss Another Deal

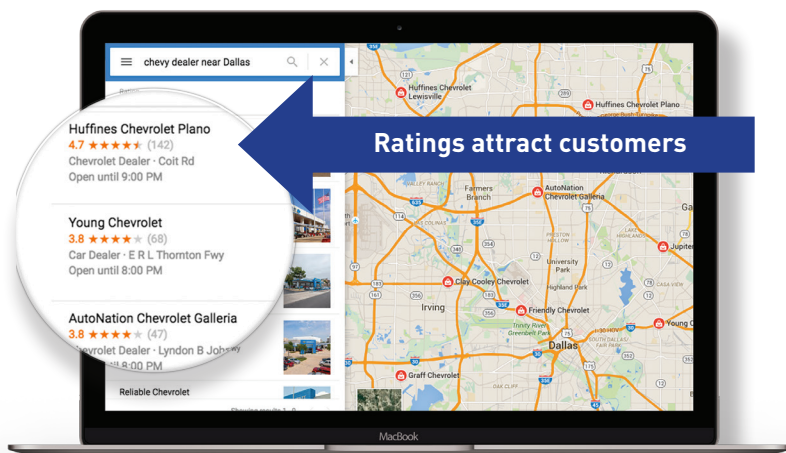
## Trusted by 1/3 of the dealerships in the U.S.

- ✓ Our dealers generate **5X more reviews** on Google & Yelp vs. any other vendor
- ✓ We are the only vendor with **direct pipes into Google, Facebook & Yelp**
- ✓ We generate **2X more content and reach** than any other vendor for each dealership on social media
- ✓ **Patented review requesting engine** that never takes a break
- ✓ **Proprietary Reputation Score** to track progress and gain actionable insights
- ✓ **Facebook Preferred Marketing Partner** to improve reviews, social and advertising



### 3x Increase

Locations average a three-fold increase in online review quality and volume within three months of starting with Reputation.com



When potential customers look for auto dealers online, the first thing they see are star ratings and reviews – on Google, Cars.com, Edmunds.com and multiple specialty sites and social media

	Base	Premium	Diamond
	\$199/mo.	\$499/mo.	\$999/mo.
<b>ONLINE REVIEW MANAGEMENT &amp; SURVEYS</b>			
<b>Review Generation:</b> We generate new reviews for your dealership on the sites that matter	✓	✓	✓
<b>Monitoring:</b> Monitor all of your dealership's reviews across the top review sites	✓	✓	✓
<b>Alerting:</b> Receive email & mobile alerts for new reviews & surveys	✓	✓	✓
<b>NEW Mobile Requesting:</b> Your sales team can send a review request by SMS from our mobile app	✓	✓	✓
<b>Mobile App:</b> Access your account via iOS or Android	✓	✓	✓
<b>Managed Review Response:</b> We respond to reviews on your behalf (100% positive & negative)	Google & Yelp only	All review sites	All review sites
<b>Managed Survey Response:</b> We respond to surveys on your behalf (100% positive & negative)		✓	✓
<b>SOCIAL MEDIA</b>			
<b>Monitoring:</b> Gain visibility into social sites, including Facebook, Twitter, Google+ & more	✓	✓	✓
<b>Response:</b> Reply directly to social media posts from the Reputation.com platform	✓	✓	✓
<b>Self-Publishing:</b> Post immediately or schedule posts to the most popular social media sites	✓	✓	✓
<b>Managed Publishing:</b> We curate and schedule unique posts to your dealership's pages	3x / week	5x / week	5x / week
<b>Local Content/Event Publishing:</b> We publish unique regional content for each dealership	1x / week	2x / week	2x / week
<b>Facebook App:</b> We stream surveys & customer testimonials onto your dealership's Facebook page		✓	✓
<b>FACEBOOK ADVERTISING</b>			
<b>NEW Generate Sales/Service Leads:</b> Generate leads at the fraction of the typical cost			✓
<b>Generate Sales/Service Web Traffic:</b> Generate clicks to 'sales & service pages'		✓	✓
<b>Dedicated Advertising Manager:</b> Provides Ad creation, Ad placement, advice, support and training		✓	✓
<b>LOCAL SEO &amp; BUSINESS LISTINGS</b>			
<b>Testimonial Page:</b> Custom SEO-optimized testimonial page with customer survey responses	✓	✓	✓
<b>Website Widget:</b> Survey feedback streams directly to your CDK dealer website	✓	✓	✓
<b>NEW Star Rating Widget:</b> Display your star rating on your home page to increase SEO and conversion		✓	✓
<b>Kiosk:</b> Request reviews from your customers before they leave your showroom	✓	✓	✓
<b>NEW Business Listings Auditing:</b> Audit your top online business listings from a single dashboard	✓	✓	✓
<b>Business Listings Correction:</b> We correct mistakes for you (now includes listings on Apple)		✓	✓
<b>PERFORMANCE METRICS</b>			
<b>Reputation Score:</b> Understand your dealership's performance across every major category	✓	✓	✓
<b>Reputation Score Guarantee:</b> We guarantee improvement in your Reputation Score by 20%			✓
<b>NEW Executive Reporting:</b> Professional report to help you stay on top of your online reputation goals		✓	✓
<b>Summary Dashboard:</b> Snapshot of the health of your online reputation at a specific point in time		✓	✓
<b>NEW Competitor Reporting:</b> Compare your dealership's online reputation to other dealers in the area		✓	✓
<b>NEW Actionable Insights &amp; Analytics:</b> View plain English insights to help improve your Reputation Score		✓	✓
<b>WHITE GLOVE SUPPORT &amp; TRAINING</b>			
<b>Regular Status Calls:</b> At your desired frequency (monthly, bi-weekly, etc.)	✓	✓	✓
<b>Phone &amp; Email:</b> Dedicated phone & email (1-855-432-4911 • CadillacSupport@Reputation.com)	✓	✓	✓
<b>Dedicated Account Manager:</b> Reachable 24 hours a day (even on weekends) to help manage every aspect of your online reputation, including industry knowledge and best practices			✓
<b>NEW Training:</b> Video, webinar and in-person trainings on product features and industry best practices			✓