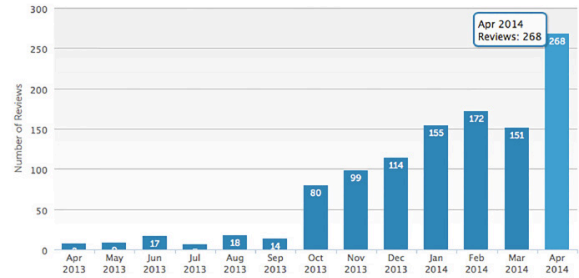


WE INVENTED ONLINE REPUTATION MANAGEMENT

Over 4,000 dealerships in the U.S. use the Reputation.com platform, including 10% of all BMW dealers. Reputation.com is committed to improving the online presence of BMW dealerships, with the goal of enhancing your reputation and attracting new business.

Online Reviews

Reputation.com offers fully-automated review generation and free DMS integration. A recent study of dealerships within a large U.S. automotive retailer revealed that the Reputation.com platform attracted an average of **8.4 reviews per location per month**, compared with an average of **2.5 reviews per location per month** with competing vendors over an 18-month period.



Social Media

Reputation.com provides fully-managed unique social publishing through Google+, Facebook, and Twitter – up to 7 days a week.



Kiosks

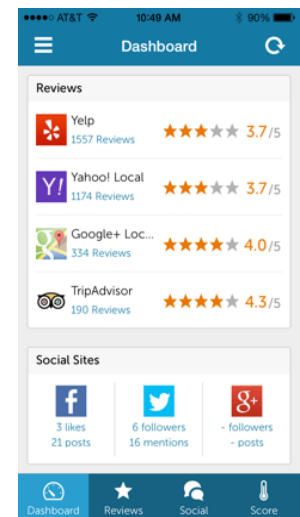
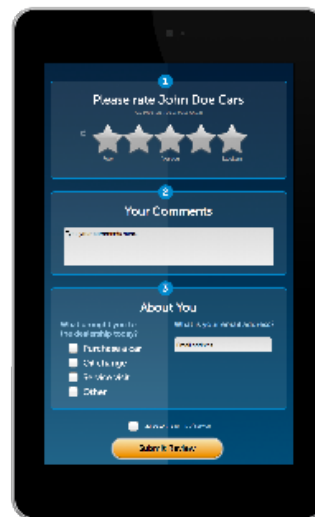
Reputation.com provides easy-to-use, tablet-based kiosks to collect reviews from customers onsite. Positive reviews are published to a Reputation.com testimonial page, and satisfied customers are asked to contribute a review on a third-party site, such as Yelp or Google+.

Local SEO

Reputation.com's testimonial pages capture positive reviews from kiosk surveys, creating another opportunity to improve local SEO.

Mobile App

Reputation.com's mobile app provides the same functionality as the desktop experience.

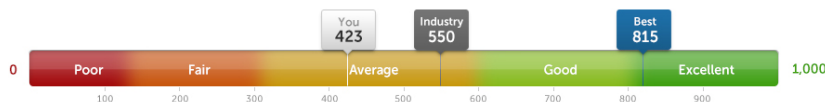


Reputation Score

Reputation.com's patented system provides instant visibility into your dealership's online review presence. The Reputation Score also compares your dealership's online review metrics with those of competitors and the industry average.

What's in my score?

The Score represents an Internet user's overall perspective of your business on review sites. The top score of 1000 is reserved for businesses with perfect reviews and high volumes of traffic. Above 900 is considered exceptional and would represent an elevated status among your peers.



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Here's why:

Packages	Base \$499/mo	Premium \$999/mo	Elite \$1499/mo
Dashboard & Mobile App			
Cloud-based dashboard, no software to install	✓	✓	✓
Mobile app for iOS and Android so you can respond in real-time	✓	✓	✓
Online Reviews			
Claim & manage all the top general and auto-specific review sites	✓	✓	✓
e-Campaign to generate new reviews from your loyal customers	✓	✓	✓
Alerts for new negative reviews at your desired frequency	✓	✓	✓
We respond to negative and positive reviews on your behalf		✓	✓
Social Media			
Monitor Facebook, Twitter, Google+, YouTube & more from the dashboard		✓	✓
Library of industry-specific posts autp-collected for one-click publishing		✓	✓
We publish the following number of posts for you per week		3/week	7/week
We respond to social media comments from your customers		✓	✓
Analysis & Competitor Scoring			
Numeric score compares you to other dealerships & local competitors	✓	✓	✓
Weekly wrap-up report card and access to analysis tools	✓	✓	✓
Natural-language analysis of your reviews to draw out of operational insights		✓	✓
In-Store Tablet & Testimonial Pages			
A review-gathering tablet is provided for use in your F&I or service lounge		optional	optional
A testimonial page is created for you, with positive reviews collected by the tablet			✓
Support & Training			
Dedicated toll-free customer care line exclusive to BMW & Mini dealers	✓	✓	✓
Our team proactively looks for issues as they arise	✓	✓	✓
Video and webinar training on the tech platform and best practices	✓	✓	✓
OPTIONAL ADD-ON Facebook Advertising	\$100	\$100	\$100
We will manage all aspects of your Facebook advertising helping your dealership - build & grow a social following, generate sales leads (New & Certified Pre-Owned) and generate service leads	✓	✓	✓
* Costs include monthly licence fee of \$100 <i>plus</i> media spend of \$100, \$250, \$500, \$1000 or \$2000 per month			
* The Add-On service requires purchase of Base, Premium or Elite packages			

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* Tablet is recommended at the Premium and Elite level but may be waived at dealer's discretion.

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