



# CertifiedEssentials

Our Original Award-Winning Reputation Management Tool

CertifiedEssentials is designed and proven to maximize your dealership's ability to transform positive online consumer reviews into increased sales. As a DealerRater® Certified Dealer you will gain robust tools for building, monitoring, and leveraging the power of consumer reviews.

## Maximize Your Offensive Strategy

- Extend your "why buy from me" message down to the employee level with individual employee-specific review pages that include a personal bio and video
- Improve customer satisfaction with real-time review alerts and a two-week reconciliation period to privately resolve negative reviews
- Showcase your best reviews to unsold prospects via automated postings to your dealership's website and Facebook page
- Leverage a host of additional program benefits such as a classified inventory posting, vehicle leads, point-of-sale tools and exclusive ad placement



More than 25% of all franchised dealers in the United States are members of the DealerRater Certified Dealer Program.



## x 12 = 72 more cars sold annually.

On average, Certified Dealers sold 6 more cars per month in 12 months after joining our program.

DEALER PANEL | ARE YOU A DEALER? LEARN MORE

DealerRater

DEALER REVIEWS SERVICE REVIEWS CARS FOR SALE CAR RECALLS WRITE A REVIEW

**CERTIFIED DEALER**

**Bozard Ford Lincoln**

540 Outlet Mall Boulevard, St. Augustine, Florida 32084

Sales: (904) 824-1641 Service: (904) 824-1641 Parts: (904) 824-1641

Makes: Ford | Lincoln | Service Center

See Service Reviews

Excellent 99% Recommend

★★★★★

Overall Rating 4.9

2176 Lifetime Reviews

Write a Review

DEALER OF THE YEAR 2014

OVERALL WINNER UNITED STATES

DEALER OF THE YEAR 2014

FORD UNITED STATES

About This Dealer | Hours of Operation | Amenities

Google Map data ©2014 Google

Get Directions

About Bozard Ford Lincoln Learn More

View Website

**2176 DEALERSHIP REVIEWS**

See Service Reviews

Filter Reviews By: All Reviews

jenfordsar 9/08/2014 Reason For Visit: Service

★★★★★

"Always flawless service!"

Quick Lane can't be beat. Service is fast and the price is right! Dawn and Kevin are the best! And, where else can you enjoy fresh-baked cookies and coffee while seated in over-stuffed chairs reading the daily newspaper?

More

Did you find this review helpful? YES

dedenmike 9/08/2014 Reason For Visit: Service

★★★★★

"Tire Rotation and Oil Change"

Booked on-line (very handy). Turned out to be more than the coupon advertised \$19.95. They changed the oil and filter and rotated the tires in under 40 minutes. I thought they forgot something. Also washed the truck.

More

**BOZARD**

Ford Lincoln

www.bozardford.com

**RECENTLY REVIEWED EMPLOYEES**

Marcia Nelson Assistant Service Manager 145 Lifetime Reviews Read Reviews

A J Miller Finance Services Manager

DealerRater Dealer Review Page



"Becoming a Certified Dealer is one of the best strategic decisions for the dealership in years. DealerRater is a more relevant tool to manage our online reputation and general reputation than any other."

Jim Seaman, Marketing Director, Molle Toyota

## GET CERTIFIED TODAY



800.266.9455 | DealerRater.com/cdp

# CertifiedEssentials

## Key Features & Benefits

### FEATURES

**LotShot™ Photo App.** Dealer employees are able to snap and share customer photos via email at vehicle delivery to engage customers to write a positive review of their dealership experience. The customer photo appears alongside the respective review posted on DealerRater.

**DealerRater Review Page Ad.** Gain exclusive ad placement of your dealership's display ad on your own dealer review page.

**Two Week Reconciliation Period.** Rely on a two-week reconciliation period to communicate with unsatisfied customers through a private website panel before negative reviews go-live.

**Individual Employee Pages.** Display employee-specific pages to showcase customer reviews and give all your dealer employees a competitive edge. Pages include photo and YouTube video uploads.

**Certified Employee Program.** By completing a DealerRater online training course and obtaining a minimum of 10 reviews quarterly, participating employees gain priority placement on DealerRater search results pages, an exclusive badge for their DealerRater online profile, and a Certificate of Achievement for display at their dealership.

**Employee Staff Page Widget.** Feed the list of dealership employees contained on DealerRater to create a staff page on your dealer web site.

**Positive Review Testimonial Feed.** Feed reviews "Powered by DealerRater" to your dealer website. Customize the display with a select/deselect functionality and choose number of reviews & minimum rating.

**Facebook Review & Inventory Feed.** Feed "Powered by DealerRater" reviews as well as classified ads to custom tabs on your Facebook fan page. Feed snip-its of reviews directly to your Facebook fan page wall while maintaining control over which reviews and how many reviews are posted to your wall.

**DealerRater Push™.** Invites DealerRater reviewers to share their review on other major review websites such as Google+ local, Yelp, City Search, Insider Pages, Cars.com and Edmunds.com. The tool enables dealers to select one site to "push" reviewers to at a time; and change the selected site as desired.

**Market Pulse.** Gauge your DealerRater review count and ratings as compared to other local dealer competitors.

**Dealer-Customer Chat.** Chat real-time with prospects from your Dealer Review page. (note: exclusive to deluxe/premium Contact At Once! customers)

**Unlimited Classified Ads.** Allows for inventory feeds from your dealership to the DealerRater database. Ads also appear in organic Google search results.

**Vehicle Leads.** Receive email alerts notifying you of all leads. Leads can be fed directly into a CRM system or Lead Management Tool in ADF/XML format or provided via plain text email.

### BENEFITS

Engage customers with photos to improve your dealership's chances of receiving a review on DealerRater.

Effectively brand your dealership to in-market shoppers.

Proactively address negative customer feedback and save relationships.

Promote your excellent dealer staff for a competitive edge.

Empower staff to earn more reviews and gain top visibility on DealerRater while building trust and credibility with customers.

Showcase your staff and their individual customer reviews to prospects.

Put powerful third-party testimonials right in front of prospective customers.

Showcase your most positive reviews on Facebook and generate leads while avoiding manual posting.

Build positive reviews on both DealerRater and other review web sites to better balance reviews across the Internet.

Stay ahead of your closest competitors in terms of online reviews and ratings

Communicate with and act on active leads immediately.

Expand your online market reach and get more leads from your classified ads.

Get all active leads delivered direct to your dealership.

**GET CERTIFIED TODAY** 800.266.9455 | [DealerRater.com/cdp](http://DealerRater.com/cdp)