

## 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

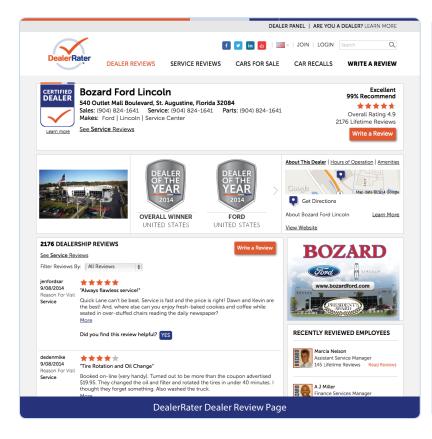


More than 25% of all franchised dealers in the United States are members of the DealerRater Certified Dealer Program.



## x = 72 more cars sold annually.

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





# CertifiedEssentials

#### Key Features & Benefits

FEATURES	BENEFITS
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.	Engage customers with photos to improve your dealership's chances of receiving a review on DealerRater.
<b>DealerRater Review Page Ad.</b> Gain exclusive ad placement of your dealership's display ad on your own dealer review page.	Effectively brand your dealership to in-market shoppers.
<b>Two Week Reconciliation Period.</b> Rely on a two-week reconciliation period to communicate with unsatisfied customers through a private website panel before negative reviews go-live.	Proactively address negative customer feedback and save relationships.
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.	Promote your excellent dealer staff for a competitive edge.
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.	Empower staff to earn more reviews and gain top visibility on DealerRater while building trust and credibility with customers.
<b>Employee Staff Page Widget.</b> Feed the list of dealership employees contained on DealerRater to create a staff page on your dealer web site.	Showcase your staff and their individual customer reviews to prospects.
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.	Put powerful third-party testimonials right in front of prospective customers.
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.	Showcase your most positive reviews on Facebook and generate leads while avoiding manual posting.
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.	Build positive reviews on both DealerRater and other review web sites to better balance reviews across the Internet.
Market Pulse. Gauge your DealerRater review count and ratings as compared to other local dealer competitors.	Stay ahead of your closest competitors in terms of online reviews and ratings
Dealer-Customer Chat. Chat real-time with prospects from your Dealer Review page. (note: exclusive to deluxe/premium Contact At Once! customers)	Communicate with and act on active leads immediately.
Unlimited Classified Ads. Allows for inventory feeds from your dealership to the DealerRater database. Ads also appear in organic Google search results.	Expand your online market reach and get more leads from your classified ads.
<b>Vehicle Leads.</b> 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.	Get all active leads delivered direct to your dealership.

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