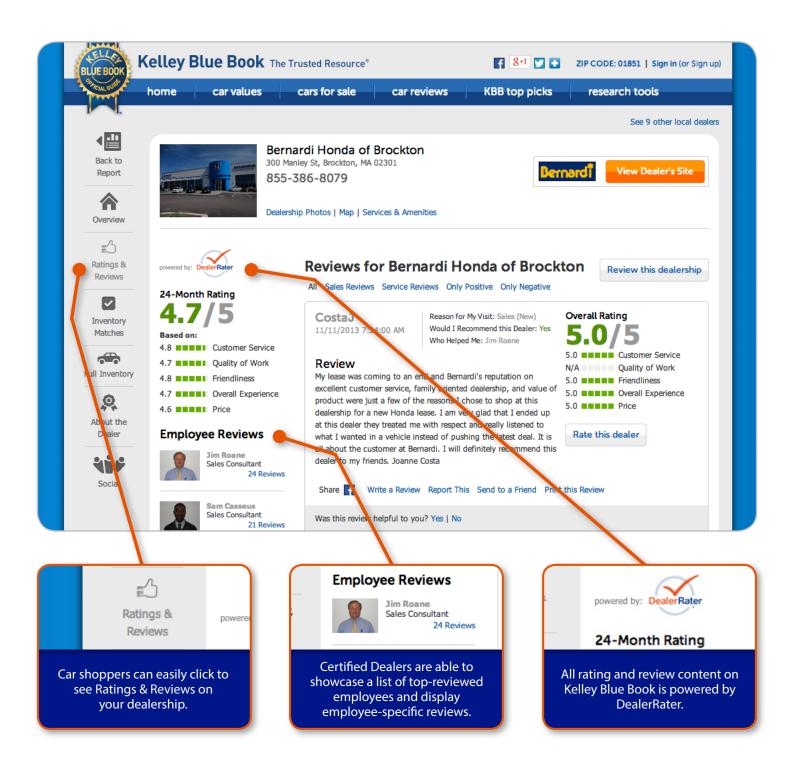
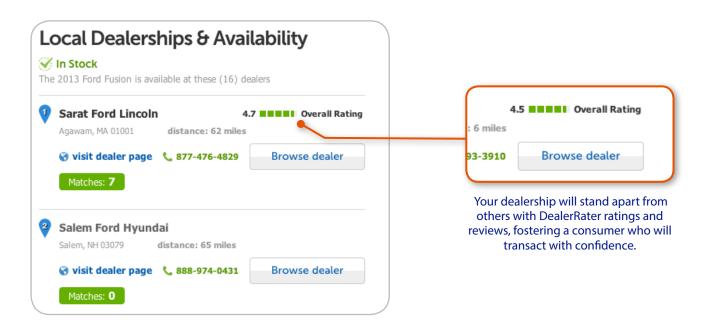
## DealerRater Reviews and Ratings Now Featured on Kelley Blue Book



Our groundbreaking partnership now allows KBB.com Fusion customers to integrate their DealerRater ratings and reviews for a competitive advantage, making it more important than ever to become a DealerRater Certified Dealer.



Kelley Blue Book estimates that **33% more consumers** would contact a dealer in some way such as a phone call, email, store visit, drive by, etc., by including content such as dealer reviews.



# Get Even More on KBB.com as a Certified Dealer

#### Two-week reconciliation period to address negative reviews

After receiving an electronic alert on a negative review, take advantage of a two-week period to reconcile the situation directly with the consumer before the review posts live to DealerRater.com and KBB.com.

#### Feature employee-specific reviews and information

Showcase top-reviewed employees and their photos and display employee-specific reviews on KBB.com.

Ensure car shoppers are seeing your dealership at its best on KBB.com when it comes to dealer reviews and ratings.

### **Get Started Today!**



#### **Already DealerRater Certified?**

Contact your AutoTrader representative and provide your DealerRater URL.



#### **Not DealerRater Certified?**

Call DealerRater at 800-266-9455 or email marketing@dealerrater.com to learn more about our award-winning Certified Dealer Programs.

Or sign up online now at www.dealerrater.com/CDP



