

With a growing number of car buyers starting their research process online, PrecisePrice provides a simple interface allowing these online shoppers to configure the right payment on the right vehicle and easily transfer their deal to the showroom. Customers are provided with financing, leasing, and cash options, and receive transparent and accurate pricing in their deal-building process. A customer can now choose from VIN-specific F&I menus powered by F&I Express and include those monthly payments in their deal.

PrecisePrice deals are automatically synced with DealerSocket Desking so customers never have to provide their information more than once, and they will receive the same price whether they're at home or at the dealership. Also fully integrated with DealerSocket CRM, PrecisePrice makes it easy for the customer to pick up their deal where they left off when they arrive at the dealership, or, conversely, when they leave the dealership and arrive back home. When the customer walks through the door, their deal is ready to send to the DMS. Newly introduced, the kiosk option allows the salesperson and customer to work a deal together on an iPad in the showroom. This heightened transparency creates a higher level of trust and, with that, comes higher gross. This solution solves many of the issues pertaining to connecting the consumer's online work and picking up where they left off when they visit the showroom; showing the same deal structure and payments.

The Problem:

In some cases, dealerships utilize digital retailing tools that are designed primarily as payment calculators to generate leads. However, shoppers now are much savvier in their research and are very informed going into the dealership. They have an expectation of truth in information and transparency. Often, the lead form containing the payment criteria the shopper generated is just going into the dealer's CRM, so, unfortunately, the customer is starting from scratch when they show up at the store, creating a disgruntled customer and erasing the time savings achieved online.

Digital Retailing

PrecisePrice Digital Retail

A digital retail tool that is fully integrated with a real-time desking tool so that website visitors can build their own deal from their home or in-store.

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It's a very transparent process; we have the ability to put our own pricing on there which is no different than the price they would get if they came into the store. PrecisePrice ties into our desking tool and CRM system which is a huge perk having them all working together."

Gary Willenborg
General Manager
Capistrano VW and Mazda



www.DealerSocket.com

"We're focusing on ways to improve the buying experience for consumers. PrecisePrice and its enhancements, including F&I integrations, have done just that. Our dealers are enjoying larger margins in a climate where margins are otherwise shrinking."

Brad Perry
Founder & Chief Product
Officer
DealerSocket


How It Works:

As the customer engages with PrecisePrice, the monthly payment displayed is updated in real time based on the selections made: financing packages, incentives, trade in, conditional offers, and F&I products. Each choice builds a better expectation of what the vehicle will cost. Customers can structure their own deals and generate accurate pricing WITHOUT providing their personal information. If they opt to view lower pricing through ePrice Unlock, their data will be requested and automatically validated. With a "Save & Finish Later" functionality, customers are able to pick up exactly where they left off on any device at any time. A visit to the showroom allows them to continue their deal without losing data, capitalizing on the time they already saved. With the new in-store kiosk, the shopper and salesperson can use PrecisePrice on a tablet (or any smart mobile device) using shared links for the customer to review, edit, and finalize the deal at their convenience. The combined power of DealerSocket CRM, desking, PrecisePrice, and websites gives consumers exact pricing; no matter whether they start their deal at home or in the dealership.

PrecisePrice + DealerSocket Desking. PrecisePrice is connected to DealerSocket's desking solution, avoiding the at-risk situation where someone has to transfer lead information into a desked deal. PrecisePrice uses the same desking solution for the consumer at home that is used by the sales team in the dealership; this include taxes, titles, fees, and rebates.

PrecisePrice Kiosk. NEW. Using a tablet within the showroom, this specific version of the PrecisePrice module can very effectively shop inventory on an SRP or VDP. If the customer has already started using PrecisePrice online, the salesperson on the showroom floor can access their deal, or they can start from scratch if the shopper has not shopped online. At the dealership, the salesperson can look up the customer's email address and see the deal the shopper configured exactly down to the penny. DealerSocket created the kiosk module as a way to save customers time and increase transparency. As the salesperson better understands PrecisePrice and its customer benefits, it will become an excellent sales tool in their arsenal.

Explore Payments, Get Savings, or PrecisePrice. Dealerships can name their digital retailing gateway whatever they want to; it is not branded as PrecisePrice. Dealers can offer a gated or non-gated experience to lower-priced savings. Customers do not have to provide their personal info to continue to work their deal, however, they won't be able to get the lowest price until contact info is provided (see red box).



Start the Year off Right in a new VW! \$0 down \$0 taxes \$0 license \$0 title

949.492.4511 capivw.com

Capistrano Volkswagen

2019 Volkswagen Beetle Convertible 2.0T S

♥ 23 Interested

- Stock: 34661
- Engine: 2.0L TSI
- Transmission Description: 6-Speed Automatic with Tiptronic
- Drivetrain: FWD
- Fuel Economy: 26/33
- Exterior Color: Orange Metallic
- Interior Color: Gray V-Tex

Lease \$479/mo with \$0 due at signing

The dealer can customize ANY of the default verbiage in the module.

MSRP	\$27,185
Smileage Discount	- \$2,186
Smileage Price	\$24,999

Verify Availability

Express Checkout

Incentives Integration. “Review and Select Which Incentives Apply to You.” Based on their ZIP Code, shoppers are shown a menu of stackable rebates for finance and lease, pulling in all qualifying rebates, whether cash or conditional offers. The shopper’s selections are factored into the pricing in real time. Finance offers can be merchandised to encourage the shopper to fill out the credit app. Conditional offers will have a disclaimer for the customer to choose what applies to them, i.e., educator, first responder, graduate, etc.

GET ASSISTANCE | SAVE AND EXIT | X

2019 Volkswagen Beetle
VIEW DETAILS | CHANGE VEHICLE

FINANCE | LEASE | CASH

Enter your desired lease terms

Rate Your Credit: 770
POOR 300-580 | FAIR 581-670 | GOOD 671-740 | GREAT 741-800 | AMAZING 801-850

Miles Per Year: 10K | 12K | 15K

Lease Length: 24 Months | 36 Months | 39 Months | 48 Months

Down Payment

LEASE TERMS \$433/mo

Capistrano Volkswagen | mileage guaranteed

CONTINUE

Every time a shopper modifies the module for down payment, terms, incentive, etc., the monthly payment within PrecisePrice is updated in real time. Transparency and accuracy are important. PrecisePrice initially displays a payment that already includes the taxes and fees, so the consumer is not hit with a large increase at the end. The pricing here is also configured to the dealership’s ZIP code, because, at this point, the consumer’s information has not been provided.

GET ASSISTANCE | SAVE AND EXIT | X

2019 Volkswagen Beetle Convertible
VIEW DETAILS

TRADE SUMMARY

YOUR VEHICLE 2015 Lincoln MKC Sport Utility 4D | 61,600 mi | Average Condition

Estimated Value \$11,558

Currently Owed \$0

Net Trade Value \$11,558

*Actual value may vary depending on the evaluation given by our trade-in specialists.

Powered By Kelley Blue Book KBB.COM

Capistrano Volkswagen | mileage guaranteed

GO BACK | CONTINUE

FINANCE | LEASE | CASH

LIST PRICE \$27,185

PAYMENT TERMS & TRADE

Down Payment -\$1,000

Net Trade-in Value -\$11,558

SAVINGS

Dealer Discounts -\$686

Rebates & Incentives —

TAXES & FEES

Fees \$497

State Tax \$2,060

PROTECTIONS

Service Contract —

Peace of Mind —

PURCHASE PRICE \$29,056

Total Amount Financed \$16,498

Term Length: 60 mth \$303/mo

APR: 3.82%

45%

Value Your Trade.

Just a few short questions - year, make, model, engine, and mileage - and the estimated trade-in value will be added to the deal. The trade-in evaluation uses integrations with NADA, Black Book, and KBB. The shopper can also enter their own estimated value.

Shoppers can reduce their time at the dealership, on average, by 90 minutes.

capovw.com/vehicle-details/ne

GET ASSISTANCE + SAVE AND EXIT X

2019 Volkswagen Beetle
VIEW DETAILS ▾ CHANGE VEHICLE ▾

FINANCE LEASE CASH

Taxes and Fees are shown for zip code 92675

FEES

License Fee	\$130
Reg Fee	\$101
CA Tire Fee	\$9
AVRS	\$30
\$25,000 - \$34,999 NEW FEE	\$100
Doc Fee	\$85
Acquisition Fee	\$675

STATE TAXES

CA Sales Tax	\$17
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Total Taxes & Fees: \$1,147

TAXES AND FEES \$232/mo

Capistrano Volkswagen
GO BACK CONTINUE

Shoppers can click to see an explanation of each fee.

The shopper's vehicle of choice is always shown at the top of the screen and can be modified if they change their mind.

Taxes and Fees. DealerSocket employs a team dedicated to fee accuracy. Taxes, titles, and licensing fees are built into the deal from real-time tax tables and are specific to ZIP Codes.

Capistrano Volkswagen

Hello phillip,

Thank you for completing your personalized deal on a 2019 Volkswagen Beetle Convertible 2.0T S. Below is the summary of your deal with links to access it at any time.

Your Deal Summary

Monthly Total
\$312

Purchase Price: \$20,556
Total Amount Financed: \$16,898
[Revisit your deal](#)

You Save:
\$1,186

[SCHEDULE TEST DRIVE](#)

2019 Volkswagen Beetle Convertible 2.0T S

[VIEW LISTING](#)

Trade In

Trading In: Yes
Mileage: 61,000
Been in an accident: No
Used as a rental car: No
Condition of vehicle: Average
Still making payments: No
Estimated Value: \$11,558
Net Trade Value: \$11,558
Trade-In Tax Credit: \$0

Payment Terms

Deal Type: Purchase
Down Payment: \$1,000
Term Length: 60
Credit Tier: Amazing
Estimated credit score: 810
APR: 3.82%
Selected Advertised Offer: No

Taxes & Fees*

Total tax: \$2,060
Total fees: \$497
*Calculations based on 92675

F & I Protections

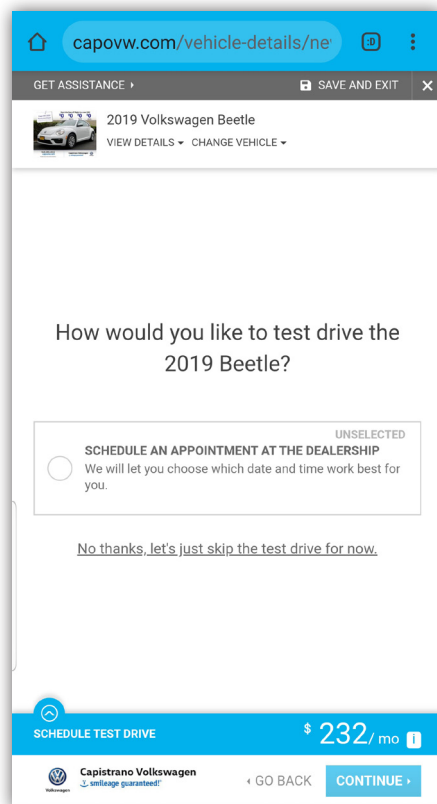
Products Selected: Yes
GAP: \$1,000

The shopper receives an email containing their Deal Summary. There is also a clickable link that takes them back to the site and their deal so revisions or changes can be made.

The link to schedule the date and time of their test drive.

This link delivers the shopper back to the VDP to view pictures or revisit the list of features.

Here is a quick snapshot of the trade-in details and payment terms provided by the shopper.



At-Home Test Drives. NEW. Users can choose to test drive at the dealership or, if the dealership allows it, at their home. Customers enter their address (with auto fill API) to see if they qualify. Limits can be set for location radius and price level of the vehicle. After choosing their date and time, customers receive an email and, with one click, can add the test-drive appointment to their personal online calendar. This delivery/test drive feature is slated to be released as a standalone utility feature for dealers who do not have PrecisePrice.

VIN-Specific F&I Menu. NEW. A partnership between DealerSocket and F&I Express enables shoppers to select and add VIN-specific F&I products to their deal. PrecisePrice imports the data on the dealer's products, displaying per-month pricing, descriptions and imagery for each VIN-specific product. Any selections the shopper makes will be applied directly to their deal. This is a warm introduction to the F&I products prior to reaching the dealership. The dealer has the opportunity to add a lift percentage or any markup to these products that they desire.

2019 Volkswagen Beetle Convertible

VIEW DETAILS

GAP
Guaranteed Asset Protection (GAP) is a vehicle protection that covers the difference between the actual cash value of your car and your outstanding loan balance at the time of your loss, thus designed to eliminate your unpaid auto loan balance in the event your vehicle is stolen or damaged beyond repair (totaled). GAP supplements your primary auto insurance coverage since, in the event of an accident, it may not cover your entire loan balance. GAP is best for drivers who are looking for added security against unforeseen circumstances such as theft, fire, total loss, or natural disasters.

CHOOSE TERM
60 months

EST. PAYMENT
\$16.67 /mo **PRICE VARIES**

Add this protection to your purchase
By selecting yes, you are asking to learn more about this protection in the event that you are purchasing a vehicle. You are under no obligation to purchase anything.

YES **NO**

FINANCE **LEASE** **CASH**

FINANCE	LEASE	CASH
LIST PRICE		\$27,185
✓ PAYMENT TERMS & TRADE		
Down Payment		-\$1,000
Net Trade-in Value		-\$11,558
✓ SAVINGS		
Dealer Discounts		-\$686
Rebates & Incentives		-\$500
✓ TAXES & FEES		
Fees		\$497
State Tax		\$2,060
PROTECTIONS		
Service Contract		—
Peace of Mind		—
PURCHASE PRICE		
Total Amount Financed		\$15,998
Term Length: 60 mth		
APR: 3.82%		
\$294 /mo		
70%		

Capistrano Volkswagen
smileage guaranteed!

BACK TO ALL PROTECTIONS

← BACK TO PROGRESS

EXIT WITHOUT SAVING

Your 2019 Volkswagen Beetle Convertible

To easily pick up where you left off, you can send a link via email or text :)

Email*

EMAIL URL ▶

Phone*

TEXT URL ▶

Or paste this personalized URL into your browser at a later time.

http://dealr.fr/L7Wkzw

COPY URL

At any time during the digital retailing process, customers have the ability to 'Save and Finish Later.' They can email themselves, text or paste a personalized URL into their browser to revisit their deal at a later time. It will save this specific session. If the shopper is in the dealership, the salesperson can see the exact details of the deal they were building. This tool also works with passing deals back and forth with the desk. Because it's URL-based, there's no need to create an account.

NOTE: The dealer does NOT have to use DealerSocket's desking tool as their primary desking tool. With PrecisePrice, the desking tool is used for the data unpacking - to get the incentives data, tax, title license. It's a calculation engine. Likewise, PrecisePrice is now CRM agnostic, no longer tied specifically to the DealerSocket CRM.

What do dealers and customers say about PrecisePrice?

"The customers that use the PrecisePrice tool and process are very high-quality leads. The consumer likes the tool; it gives them the opportunity to go all the way through the shopping process at their own pace and provides them a good experience by showing them multiple options – buying, leasing, evaluating their trade in, and selecting F&I products. A lot of the customers just partially use the tool. We elected to let the customer go all the way through the process without giving us any personal information. The process is much quicker at the dealership level when they come in as a PrecisePrice user, much more streamlined. In the comfort of their own home, they are less leery about F&I products and will consider more items than if we were trying to sell them. They are committed when they get to the dealership because they have invested their time. It's a very transparent process, and we have the ability to put our own pricing on there which is no different than the price they would get if they came into the store. PrecisePrice ties into our desking tool and CRM system which is a huge perk having them all working together."

Gary Willenborg
General Manager
Capistrano VW and Mazda

"From starting with a great website where I found the car and found information on my expected payment to having Forouz deliver the car to me an hour away, every aspect of my interactions with the dealership was top quality. Forouz was great with follow-up form after my expressed interest in the car to after she had dropped it off with me and sent me a video to learn more about the car. I would definitely recommend Capo Mazda to my family and friends."

Caitlin Dahl
Customer at Capistrano Mazda