# ePRICER™
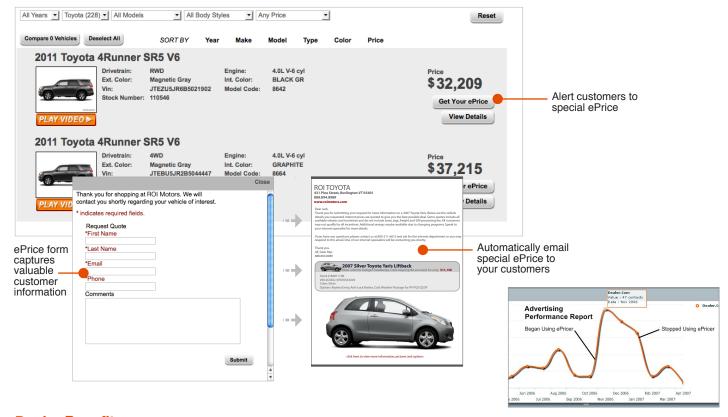
Generate an instant price quote and capture more leads with ePricer.

ePricer™ alerts shoppers on your website to a special price on specific vehicles and generates an INSTANT price quote once they submit the ePricer lead form.



Alert customers to special ePrice

ePrice form captures valuable customer information

Automatically email special ePrice to your customers

## Dealer Benefits

### Instantly Generate More Leads
Once an ePricer form is submitted, shoppers receive an instant email from your dealership revealing a special internet price.

### Automatic Lead Integration in ControlCenter™
Shopper's contact information including name, email, phone number and lead source are automatically created in ControlCenter for future correspondence and lead tracking.

### ePricer Rules
Set up custom rules to pull pricing from specific fields in ControlCenter.

### No Manual Input Required
ePricer is a 100% Automated Vehicle Price Discount Lead Generator: simply set up your rules in ControlCenter and let our system do the rest! (ePricer can be configured for manual follow up in the event a client desires individual responses)*

### Significant Increase in New/Pre-owned Leads
Dealer.com clients that enable ePricer on their new and/or pre-owned inventory see an instant and dramatic increase in vehicle lead requests.

## Customer Benefits

### Instantly Receive Special Pricing
Online shoppers are always searching for a discount, and ePricer delivers custom-tailored discounts the instant they submit their contact information.

### Simple ePricer Buttons
Our ePricer buttons can be found on both your vehicle list and vehicle details pages, and easily link customers to the appropriate form.

### MSRP and Invoice Pricing
Dealers often choose to list MSRP and/or Invoice Pricing for reference, providing shoppers with a general idea of the expected price range and discounts.

*Actual results will vary depending on your vehicle brand/market/pricing.*

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