



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.

The screenshot displays the ePricer interface with two vehicle listings for a 2011 Toyota 4Runner SR5 V6. The first listing shows a price of \$32,209 and a 'Get Your ePrice' button. The second listing shows a price of \$37,215. Below the listings is a lead form with fields for First Name, Last Name, Email, and Phone, and a 'Submit' button. To the right, an email confirmation is shown for a 2007 Silver Toyota Yaris Liftback, with a price of \$11,190. A line graph titled 'Advertising Performance Report' shows a significant increase in leads starting in late 2006, peaking in early 2007, and then declining.

Alert customers to special ePrice

Automatically email special ePrice to your customers

ePricer form captures valuable customer information

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.