



CarFINDER™ Inventory Alerts

Notify customers automatically with descriptions and photos of vehicles they're looking for.

CarFinder™ gives potential customers a chance to tell you what type of vehicle they are looking for. CarFinder automatically sends personalized emails to your prospects based on the vehicle preferences they provide.

The Only Automated CarFinder

Dealer.com pioneered CarFinder more than 10 years ago and is the ONLY provider to include a lead management system integrated directly into our inventory solution. This allows our proprietary system to automatically email vehicles with photos, vehicle details and pricing to waiting prospects as soon as it comes into inventory.

Dealer Benefits

Proactive Lead Generator

CarFinder is the most-submitted form across all Dealer.com client websites.

CarFinder Alerts

CarFinder will notify you every time a vehicle matches a customer's request, allowing you to schedule a follow-up phone call and inform the future customer of their waiting vehicle!

Add Daily Floor and Phone Ups

Simply log into ControlCenter™ and add your daily walk-in and phone leads and vehicles-of-interest, and CarFinder will do the rest!

Adjustable Parameters

Dealers can adjust the customer's search parameters to include higher priced/mileage vehicles in CarFinder matches, along with the makes/models that are available to search.

CarFinder Works All Day, Every Day

CarFinder is your dealership's "RoboRep." CarFinder never takes breaks, never calls in sick, and never quits working to match newly arrived inventory with waiting prospects.

CarFinder Reporting

Track consumer demand for the most popular CarFinder makes/models and body styles, allowing you to boost profits with properly stocked inventory.



Try Our Car Finder! Get Notified!

Match Vehicles-to-Leads and Leads-to-Vehicles

Just had a car arrive and you know there was a lead interested but can't remember their name? Simply highlight the vehicle, click "Match Leads" and CarFinder will automatically locate the lead in your system. Can't remember what car a specific lead was interested in? Highlight the lead, click "Match Vehicles" and you're presented with a list of matches—it's that easy!

Customer Benefits

Instant Notification

CarFinder will instantly notify waiting prospects the moment a vehicle that matches a previous search on your website arrives in inventory.

Alternative to Shopping the Competition

Customers looking for vehicles within a certain price range or mileage can quickly fill out a CarFinder form instead of being forced to shop the competition.

Often Imitated, Never Duplicated

Customers may be duped by a competitor's 'car locator' form that does not automatically follow up with updated inventory and may quickly lose confidence as a buyer.

Dealer.com CarFinder instantly notifies shoppers and earns their trust with timely updates specific to their vehicle requests, helping you to earn their business!