

| Website Packages | BASE \$1,099 | UPGRADE 1 \$1,899 | UPGRADE 2 \$2,999 |
|---------------------------------------------------------|-----------------|----------------------|----------------------|
| Data-Driven Fixed Design (3 to choose from) | ✓ | ✓ | ✓ |
| Responsive Design | ✓ | ✓ | ✓ |
| Inventory Feed | ✓ | ✓ | ✓ |
| Rebates and Incentives | ✓ | ✓ | ✓ |
| Basic “Thank You” Pages after Conversion | ✓ | ✓ | ✓ |
| Smart Credit Application | ✓ | ✓ | ✓ |
| Reputation Widget | ✓ | ✓ | ✓ |
| Google Analytics | ✓ | ✓ | ✓ |
| Performance Tools | ✓ | ✓ | ✓ |
| Goal/Conversion Tracking | ✓ | ✓ | ✓ |
| 3 Dedicated Call Tracking Numbers | ✓ | ✓ | ✓ |
| Wordpress based CMS with over 1000 Configurable Options | ✓ | ✓ | ✓ |
| Support of all Required 3rd-party Integrations | ✓ | ✓ | ✓ |
| Volkswagen Support | ✓ | ✓ | ✓ |
| Search Engine Optimization Set-up (SEO) | ✓ | ✓ | ✓ |
| Meta Titles and Descriptions | ✓ | ✓ | ✓ |
| Open Graph | ✓ | ✓ | ✓ |
| Canonical Tags | ✓ | ✓ | ✓ |
| 301 Redirects for the Top Pages on Previous Website | ✓ | ✓ | ✓ |
| Authorship Google Plus Connection | ✓ | ✓ | ✓ |
| Breadcrumbs | ✓ | ✓ | ✓ |
| Schema.org and Rich Snippet Creator | ✓ | ✓ | ✓ |
| Return Visitor Notification | ✓ | ✓ | ✓ |
| Website Hosting | ✓ | ✓ | ✓ |
| Apple Wallet / DI Wallet Integration | ✓ | ✓ | ✓ |
| SSL Support | ✓ | ✓ | ✓ |
| Personalization and Geofencing | | ✓ | ✓ |
| Event Plugins | | ✓ | ✓ |
| TruROI Dashboard | | ✓ | ✓ |

*All prices shown in CAD

| Website Packages | BASE \$1,099 | UPGRADE 1 \$1,899 | UPGRADE 2 \$2,999 |
|------------------------------------------------------|-----------------|----------------------|----------------------|
| Inventory Analytics | | ✓ | ✓ |
| Price Alert Emails | | ✓ | ✓ |
| Sales, Traffic, and AOR/DMA Mapping in Dashboard | | ✓ | ✓ |
| Roxanne Advanced TruROI Dashboard | | | ✓ |
| Ability to choose from 2 High Resolution VDP Designs | | | ✓ |

A LA CARTE

| Online Shopper | Price/Mo |
|---------------------------|----------------|
| Online Shopper | \$1,500 |
| Online Shopper Set-up Fee | \$600 one-time |

| Conversations | Price/Mo |
|---------------------------------------------------------------------------|----------|
| Conversations Messaging (Self Managed) | \$349 |
| Conversations Messaging (Managed Chat up to 50 chats) | \$549 |
| Conversations Messaging (Managed Chat Unlimited) | \$849 |
| Conversations 2.0 (Self-Managed with Trade-In Eval Tool) | \$499 |
| Conversations 2.0 (Managed Chat with Trade-In Eval Tool - up to 50 chats) | \$749 |
| Conversations 2.0 (Managed Chat with Trade-In Eval Tool - Unlimited) | \$1,149 |

| SEO Packages | Price/Mo |
|--------------|----------|
| Standard | \$1,699 |
| Advanced | \$2,599 |
| Dominate | \$3,299 |

**All prices shown in CAD*

A LA CARTE

| Managed Services | Price/Mo |
|-----------------------------------|----------|
| Managed Services Standard Package | \$650 |
| Managed Services Advanced Package | \$1,300 |
| Managed Services Dominate Package | \$1,950 |

| Social Media | Price/Mo |
|-----------------------|----------|
| Social Media Standard | \$650 |
| Social Media Advanced | \$1,300 |
| Social Media Dominate | \$1,950 |

| Advanced Capabilities | Price/Mo |
|------------------------------------------------------------------|-----------------------------|
| Additional Phone Numbers | \$6/line + \$0.10/minute |
| Toll Free Numbers | \$6.40/line + \$0.14/minute |
| Shop By Payment (Utilizing the GM IOM Feed & 3rd Party Provider) | \$679 |
| Creative Asset Creation | \$179/piece |
| Conversion Rate Optimization | \$149/hour |
| Social Media Set-up (Facebook, Twitter, G+) | \$679 one-time |
| Social Media Posting (3-5 posts/week) | \$99 |
| TruROI Dashboard | \$190 |
| DealerTrack Credit App | \$300 |
| Apple Wallet Integration | \$385 |
| Personalization and Geofencing | \$145 |
| Apple Wallet Integration with Geo-activated Notifications | \$475 |
| Custom Creative | \$180/piece |
| AudioEye® | \$250 |
| Analytics Package A | \$1,249 |
| Analytics Package B | \$2,499 |
| GA4 Package | \$5,599 |

*All prices shown in CAD

A LA CARTE

| Advanced Capabilities | Price/Mo |
|--------------------------------------------------------------|---------------------|
| PRIZM Enhanced | \$199 |
| Build and Price | \$199 |
| Facebook Inventory Exports | \$149 |
| Custom Development | \$150/hr |
| Temporary Splash Page (Non-Inventory) | \$499 |
| Unlimited Exports | \$199 |
| HomeNet Window Sticker Printing Add on (HomeNet Lite add on) | \$100 |
| HomeNet IOL Essentials | \$449 + \$249 Setup |

**All prices shown in CAD*