



Professional lead-generating specials for your dealership

Entice your customers and generate more leads for all your profit centers with SpecialsBuilder™ Pro, a tool built into ControlCenter™ that creates professional and customized specials for your dealership.



Key Benefits

Multiple Designs and Categories

Choose from hundreds of design and color themes and upload images from our integrated Media Library to build professional specials for every department.

WYSIWYG & HTML Editor

Use our integrated 'What-You-See-Is-What-You-Get' image and content editor, or customize specials using your HTML knowledge.

Advanced Scheduling

Build out your dealership's month of online specials and schedule them to start/stop depending on the need or season.

Website and Inventory Integration

SpecialsBuilder is included in ControlCenter and integrates with your inventory to utilize the same images and data found on your website.

Publish Offline Advertising Online

Easily upload your newspaper ad to display on your website.

Group Distribution

Dealers with multiple locations can improve efficiency by building specials once and distributing to the appropriate locations.

Specials Reporting

Track the most popular specials based on number of views, lead submissions, and printed specials.