



# 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 lowercase price quote once they submit the ePricer lead form.

The screenshot shows a search results page for Toyota 4Runner SR5 V6. Two vehicles are listed with their specifications and prices. The first vehicle is priced at \$32,209 and the second at \$37,215. Both listings have 'Get Your ePrice' and 'View Details' buttons. To the right, a line graph titled 'Advertising Performance Report' shows a peak in activity, with annotations for 'Began Using ePricer' and 'Stopped Using ePricer'. A red circle highlights the 'Get Your ePrice' button with the text 'Alert customers to special ePrice'.

The form is titled 'Request Quote' and includes fields for First Name, Last Name, Email, and Phone. There is also a 'Comments' text area and a 'Submit' button. A red circle highlights the 'Email' field with the text 'ePricer form captures valuable customer information'.

## Key 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.

The email shows a special offer for a 2007 Silver Toyota Yaris Liftback. It includes the dealer's contact information, a thank you message, and details about the vehicle's price and options. A red circle highlights the 'Special ePrice' with the text 'Automatically email special ePrice to your customers'.