

Presented by:



The evolution of online auto sales.



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AUTOSEARCHTECHNOLOGIES

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O N L I N E

The Auto Search Online Application Information and Feature List

To schedule a demo please visit our website or call the number below!

The Auto Search Online Comes with:

- ◆ A fully featured individual dealer listing service where you can post unlimited vehicles, pictures and enjoy a vast number of features available with the online software platform. (see appendix A for a full feature list)
- ◆ Full graphic design package created custom from one of our accredited designers. This is not only a traffic magnet but it is your individual website tailored to your dealership.
- ◆ SEO Software package fully engineered for optimal search engine placement.
- ◆ User friendly back office where you will be able to enter in all your inventory. (Please see appendix A for details)
- ◆ Publishing service to over 2500 search engines. Including the more popular engines such as Google, Yahoo and MSN.
- ◆ Individual training on how to use your new software. We will step you through the entire process and make sure that you are comfortable.
- ◆ If you choose to host with us we offer life time tech support. (Please see appendix B for hosting details)

Protocol for Installation:

Once you start service with us you will be emailed a questionnaire. When we receive this back we will call and do a creative interview to determine the best look and feel for your company.

We will create a custom design for your page layout, color scheme and titles. We can incorporate your existing logo and color scheme, or create a logo and design for your website.

We will install your new Auto Search Software to a New Server or the Server you are currently on and manage your URL.

We will test your new Auto Search Software on for application integrity through our extensive checklist.

We will train up to three staff members on the use of Auto Search Online, including walking them through adding a vehicle and its features.

We will write or rewrite the meta-tags of your new web site to bring traffic specific to your area.

Once your new website is live we will publish it to all the major search engines and track it for a full 30 days to make sure that your placement is set in stone.

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AST
Auto Search Technologies, Inc

Auto Search Online Full Feature list:

From your “Homepage” Your Customers will be able to:

- View special featured vehicles on your home page.
- Browse a scrolling vehicle gallery at the bottom of your homepage.
- Read about your company and/or special promotions in dealer customized text section.

From your “Browse Menu” Your Customers will be able to:

- Browse your inventory by specially marked prices with real time information.
- Browse your inventory by Make/Model with real time information.
- Browse your inventory by Vehicle type with real time information.
- Browse your inventory by Location (For dealers with multiple locations).
- Browse your entire inventory from a detailed list including: Default Vehicle Image, Year, Make, Model, Color, Price, Mileage, Location, Est. MPG, Additional Features

From your individual vehicle listing page Your Customers will be able to:

- View an automatic slideshow including all of your vehicle photos. This slideshow will allow unlimited vehicle photos.
- Vehicle Description (Year, Make, Model Color, Etc.)
- View Location Information for the vehicle (Address and multiple addresses for multiple locations)
- Financial Information (Price, Special Price, Etc.)
- Additional Details (VIN, Mileage, Transmission, Etc.)
- View of Vehicle Features such as comfort, emissions, entertainment, exterior detail, interior detail and more from a customizable and easy to use list.
- Ask about the vehicle or fill out a very complete credit application that comes with the program with spam block protection (customized to fit your requirements)

From the backend portal you are able to choose from 9 additional actions that you can add to your vehicle listing to enhance Your Customers experience.

They are:

- *Ask About This Vehicle*
- *Apply Online*
- *Print This Page*
- *Payment Calculator*
- *MPG Calculator*
- *Send Page To Friend*
- *Interest Calculator*
- *Carfax History Report*
- *Kelly Blue Book*

From your “Apply Online” button, Your Customers will be able to:

- Apply online for general credit approval with an encrypted secure data transfer.
- Include any additional questions or comments along with the credit application.
- Have additional fields that may or may not pertain to them be showcased to them as they pertain to their needs.
- Sign an electronic signature on the application.
- Auto fill the vehicle information into the loan details of the credit application upon activating the form through the vehicle listing page of their desired vehicle.
- Review your lenders policy directly on your credit application.

From your “Print This Page” button, Your Customers will be able to:

- Present the vehicle and all of the information in a printer friendly format.

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- Print off all of the vehicle photos and information, and send directly to their printer

From your “Payment Calculator” button, Your Customers will be able o:

- Calculate an estimated monthly payment for their desired vehicle by: Vehicle Cost, Down Payment, Estimated Finance Rate, Number of Payments (5 year/60 Payments, Etc.)

From your “MPG Calculator” button, Your Customers will be able to:

- Calculate the monthly and annual gas costs with the desired vehicle by: Estimated Miles Per Gallon (This will auto fill, if listed), Cost Per Gallon, Average Daily Miles Driven

From your “Send Page to Friend” button, Your Customers will be able to:

- Send an email to an interested party that will include a link to the exact page on the website that the vehicle is listed on. From this page the potential customer will be able to navigate through the site and further inquire about any additional information to your dealership.

From your “Interest Calculator” button, Your Customers will be able to:

- Calculate the amount of interest that they will be paying over the series of terms by: Loan Amount, Estimated Annual Rate, Length of Terms (5 Years / 60 Payments, Etc.)
- This will calculate both the Final amount that they will be spending, as well as the amount of interest to entice them to put down a larger down payment.

From your “CARFAX History Report” button, Your Customers will be able to:

- View the CARFAX vehicle history report of the desired vehicle (This button can be programmed to connect directly to your CARFAX subscription)

From your “Kelly Blue Book” button, Your Customers will be able to:

- View either the exact “Blue Book Value” for the desired vehicle, or simply direct them to www.kbb.com (This option is customizable)

From your “Advanced Search” Your Customers will be able to:

- Search your inventory by “Keywords” (All words, Any Words, or Exact Phrase).
- Conduct a 13 point search including, but not limited to: Price, Mileage, Estimated MPG, Year Made, Passengers, Drive Type, Vehicle Make, Model, Color, Doors, VIN and Listing ID.

From your “Company Info” button, Your Customers will be able to:

- View the “**Contact Us**” page including your: Company Name, Address, Phone number, Fax number, Email
- View a map that showcases where you are located.
- Get instant directions to your dealership through MapQuest.
- Send you a direct email through a SPAM BLOCKED portal directly to your dealership.
- View unlimited photos of your dealership location.
- View the “**Staff Bio’s**” section. This will allow them to view profiles of each of the employees at your dealership including: Photos of employees, Biographies of employees, Contact information

The Auto Search Online Back End Office Features:

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The Auto Search Online comes with a back end user management control panel that allows you to navigate with ease, as well choose your desired tasks from 15 categories: Add a New Auto, Edit Current Locations, Manage Warranties, View Applications, View Inquiries, Manage Users, Printable Inventory, Employee Bio Page, Manage Listed Autos, Modify Features List, Choose Application, Edit Site Settings, Edit Account Settings and Help. All the information is secured with SSL and a log in form.

The backend portal features you are able to work with include all of the following:

- Add and display your automobiles online will all of their costs and features including any one of the following 27 fields: New / Pre-Owned, Year, Make, Model, Exterior Color, Price, Call for Price, Special Price, Down Payment, Repayment, Terms (Months), Payment Amount, Estimated MPG City, Estimated MPG Highway, Mileage, Transmission, Engine, Stock Number, Total Passengers, Interior Color, Body / Trim, Drive Type, VIN, Plate, Number of Doors, Fuel Type, Vehicle Type
- Upload unlimited photos of each vehicle.(Images to not need to be resized, our software will automatically do this)
- Upload multiple photos of your vehicles at the same time.
- Feature specific vehicles on the homepage of your application.
- Auto select available vehicle features with your mouse from a customizable list.
- Add additional vehicle features to your customizable list directly from the vehicle entry page
- Create customizable scrolling text, to be displayed on a vehicle page. you can enter whatever message you would like displayed and also choose a color for the text. The color choices are generated automatically from a drop down color grid.
- Customize the vehicle listings to be displayed by your desired sort order.
- Store private information on each vehicle including: Minimum Price, Previous Owner Information, Private Notes
- Edit your current location profiles and update your company information at any time
- Add/Edit and customize a warranty list pertaining to the warranties extended by your dealership to auto fill the "warranties" section on your vehicle entry page.
- View the submitted credit applications categorized by Name, Email, Status, Date
- Organize your credit applications by categories: New, Pending, Declined, Accepted
- Print and store applications to create a lead list for sales staff.
- Receive email notification on all credit applications with real time information.
- View the submitted inquiries categorized by Description, Full Name, Email, Phone, Date
- Print and store inquires to create a lead list for sales staff.
- Receive email notification on all inquiries with real time information.
- Add/Edit and Manage user profiles including permission settings and access levels.
- Print an entire inventory list including: Year, Make, Model, Color, Price, Special Price, Mileage, Transmission, Drive, Engine, Stock Number, VIN. This button allows dealerships to display all their inventory in a tabulated printable format. This helps keep dealership staff and customers well informed of recent inventory changes.
- Edit the employee bios page changing all of the information in a user friendly format.
- Edit information on existing vehicle postings.
- Copy information on existing vehicle postings.
- Mark vehicles as "SOLD".
- Delete vehicle listings.
- Add/Edit and customize a features list pertaining to the type of vehicles sold by your dealership to auto fill the "Available Features" section on your vehicle entry page.
- Activate/Deactivate a pop up coupon that will appear the first time a potential customer visits your site.
- Customize the coupon title to create a promotion for your dealership.
- Customize the coupon information to allow a deadline or expiration of coupon
- Edit, edit, copy, delete and organize retrieved coupons by: First Name, Last Name, Email Address, IP Address, Date Added
- Receive email notification on all inquiries with real time information.

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- Choose and select the credit application that best matches the requirements of your credit lender to be showcased when potential customers apply online.
- With multiple loan application types available, a dealer is able to pick from the available loan application types. (See representative about custom applications)
- Turn on and off site features through a master control list, as well as edit the following: Admin email, Contact email, Site name, Contact success message, Application success message, Application policy, Application email, Inquiry email, success message.
- Read questions and answers on frequently asked questions regarding 3 categories, including: Email, General, Technical
- Contact the Customer Service/Technical Support office directly through a live email portal regarding any questions you may have.

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