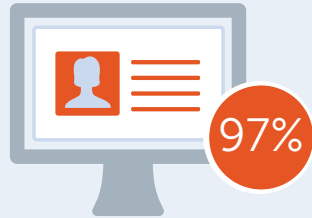


Connect People to Sell More Cars **FASTER**

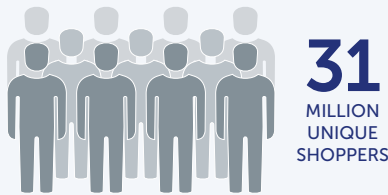


PERSONAL CONNECTIONS INSPIRE TRUST IN THE CAR BUYING JOURNEY

97% of car buyers prefer to select a salesperson before walking on the lot.¹

START CONNECTING WITH DEALERRATER

Invest to build trust. Connect your top salespeople with consumers through dealer and employee profiles, a review and social presence dashboard, and review syndication across the industry's largest review platform using **DealerRater Connections**.



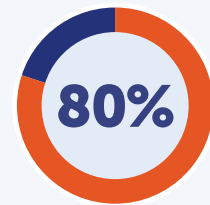
Be found where consumers are looking.

Syndicate reviews to an audience of more than 31 million unique shoppers each month while boosting your brand's organic search (SEO) presence.²



Drive preference for your dealership.

One in three consumers seek out a specific salesperson based on positive reviews.³ Showcase your sales team with Salesperson Connect™ on Cars.com to create connections before the lot.



Retain your best employees by helping them sell more cars, faster

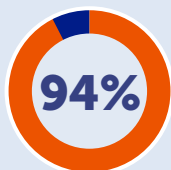
80% of DealerRater Certified salespeople say their employee profile helps them sell more cars and are more likely to stay with your dealership.⁴



4X increase in average weekly new reviews⁵



50% increase in reviews submitted via text message⁵



94% of reviews submitted were positive⁵

FAST-TRACK YOUR CONNECTIONS

Automate to drive growth with ReviewBuilder.

Benefit from an automated, customized, and hands-off approach to earning more reviews at a faster pace with **DealerRater Connections Plus**.

Partner to accelerate results. Gain support from a DealerRater Success Partner to jumpstart onboarding, keep employee profiles up-to-date, and get more out of DealerRater Connections without any heavy-lifting from your team with **DealerRater Connections Premier**.

SOURCES

1. Survey of 6,413 car buyers on DealerRater.com, March 2016
2. Unduplicated audience of Autotrader, KBB.com, Cars.com network, and DealerRater.com via comScore Media Matrix Multi-Platform, U.S., averaged over six months, October 2017
3. Car Shoppers are Judging You, Cars.com White Paper, February 2017
4. Survey of 233 salespeople of DealerRater customers, June 2016
5. Based on metrics of 73 DealerRater = ReviewBuilder customers between January 1, 2016 - October 1, 2017