

Accelerate My Deal Welcome Guide

Launching Your Program

JUNE 2021

COX AUTOMOTIVE

 **Accelerate** My Deal

DEALER.COM

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Welcome

We're excited to partner with your dealership to help you speed up and streamline the sales process with **Accelerate My Deal.**

This guide is designed to set your dealership up for success. It includes an outline of what to expect and a list of actions to take before, during and after your implementation. Take the time to read through the information provided and start to imagine the opportunities and rewards to come.

Welcome to the world of modern car buying!



Overview

Why Accelerate My Deal?

More and more, car shoppers are ready to start - and even make - deals online. Thanks to a convergence of high consumer expectations, evolving technologies and a greater understanding of online behaviors, the stage has been set for revolutionizing the deal with Accelerate My Deal.

How does it work?

With the power of Accelerate My Deal, you will give your customers the shopping and buying experience they want, while being able to maintain the integrity of your deals. The platform helps shoppers structure deals with real monthly payments, explore and select F&I products, schedule a test drive, complete online credit applications and reserve a vehicle.

What's the end result?

A well-executed Accelerate My Deal program allows flexibility for the shopper, takes the stress out of negotiations and enables convenient, online financing. By reducing the amount of time a shopper spends purchasing their next vehicle, it frees up your dealership team to be more efficient. In the end, it's a win-win for both the shopper and the dealer.

Winning Numbers

DEALERS WIN

30%

HIGHER

**Back
Gross Profit**

On average, Accelerate My Deal leads produce 30% higher back-end gross profits compared to other internet lead sources*

SHOPPERS WIN

85%

MORE

Likely to Buy

Shoppers are 85% more likely to buy from a dealership that allows them to start or complete nearly all of the vehicle purchase online**

BOTH WIN

42 ^{Min}

**LESS
Time In-Store**

Heavy digital buyers spend 42 minutes less time in store compared to light digital buyers.**

* Cox Automotive Product Analytics - Lead to Close Analysis. Data from January 1 through December 1, 2020.

**2020 Digitization of End-to-End Retail Study

Let's Get Started

Read through the steps below to prepare for your dealership's launch of Accelerate My Deal

READY

Get acquainted with Accelerate My Deal and prepare for launch

- Read through this Welcome Guide
- Determine your settings/preference choices (pages 9-15)
- Identify who in your store is responsible for the digital retail rollout, who will participate in the launch and the *Effective Deal-Making* training

SET

Configure Accelerate My Deal settings to your store's preferences

- Participate in the launch call to configure settings
- Communicate to all applicable team members that Accelerate My Deal is live
- Set up CRM workflows and alerts
- If desired, configure RouteOne integration
- If desired, set up CoBrowse/live chat and Reservations*

GO

Consultation and training resources to help you get started

- Schedule & participate in ongoing business reviews with assigned Digital Retailing Performance Manager
- Effective Deal-Making* training takes place
- Refine roles and responsibilities within the dealership and identify any training needed
- Implement process changes for incoming digital retailing deals and inquiries (both in-store and online)

* Reservations included in Elite Package; available as add-on with all other Packages

Your Support Team

Regional Sales Manager

As you make the decision to utilize Accelerate My Deal in your dealership, your regional sales manager can answer any initial questions and introduce you to your assigned Performance Manager.

Implementation Team

A member of the implementation team will contact you via email to let you know your account is being configured and they will gather the required information for launch, as outlined in this guide. Once ready, your launch call will be scheduled where we will review the new Accelerate My Deal experience.


Performance Manager

Your dedicated Performance Manager will provide guidance after you go live, to help you work the tool into your sales process, create marketing/branding strategies to help stand out from the competition and provide workflow tips to increase profits.

Ongoing Training

For training and resources regarding advanced digital retailing activation and process transformation in your store, visit [our onboarding page](#) or reach out to your Performance Manager.



A man in a white shirt and tie is looking at a laptop next to a car. The image is semi-transparent and serves as a background for the text on the right.

Key Details for a Successful Launch

Gather this information

To successfully launch Accelerate My Deal at your dealership, please gather the information listed on this page **prior** to your launch call.

- Primary contact information (ISM/GM/GSM/F&I)
- List of preferred lenders
- CRM lead destination information
- Email address for all credit submissions
- Preferred credit reporting bureau
- Dealertrack.com Account ID #, or [Enroll in Dealertrack](#) at no charge if not already enrolled – required for launch and allows access to leads
- [Enroll in WorldPay](#) (if enabling Reservations)
- [Complete Vehicle Protection form](#) (if enabling this feature)

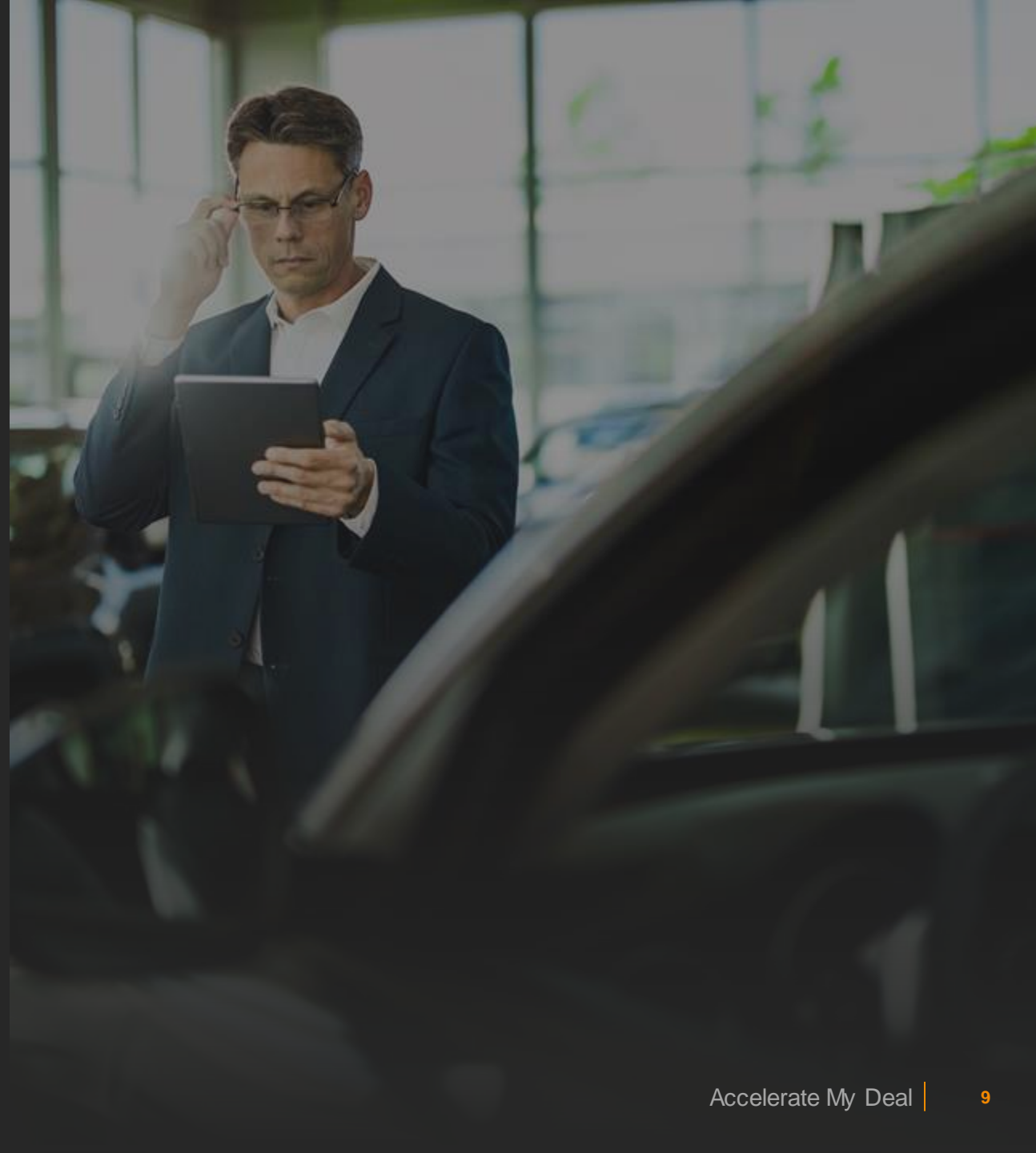
Accelerate My Deal Settings

Review your setting options

During the installation of Accelerate My Deal, you will be asked to make selections on user settings. These settings impact what your shopper will experience as they navigate through the process.

To maximize your dealership's success with Accelerate My Deal, it's important to consider settings that best align with your business goals.

The options listed in this guide are simply a summary of the most critical; many other options are available. Talk to your Performance Manager during your scheduled business review sessions to learn more.



Settings

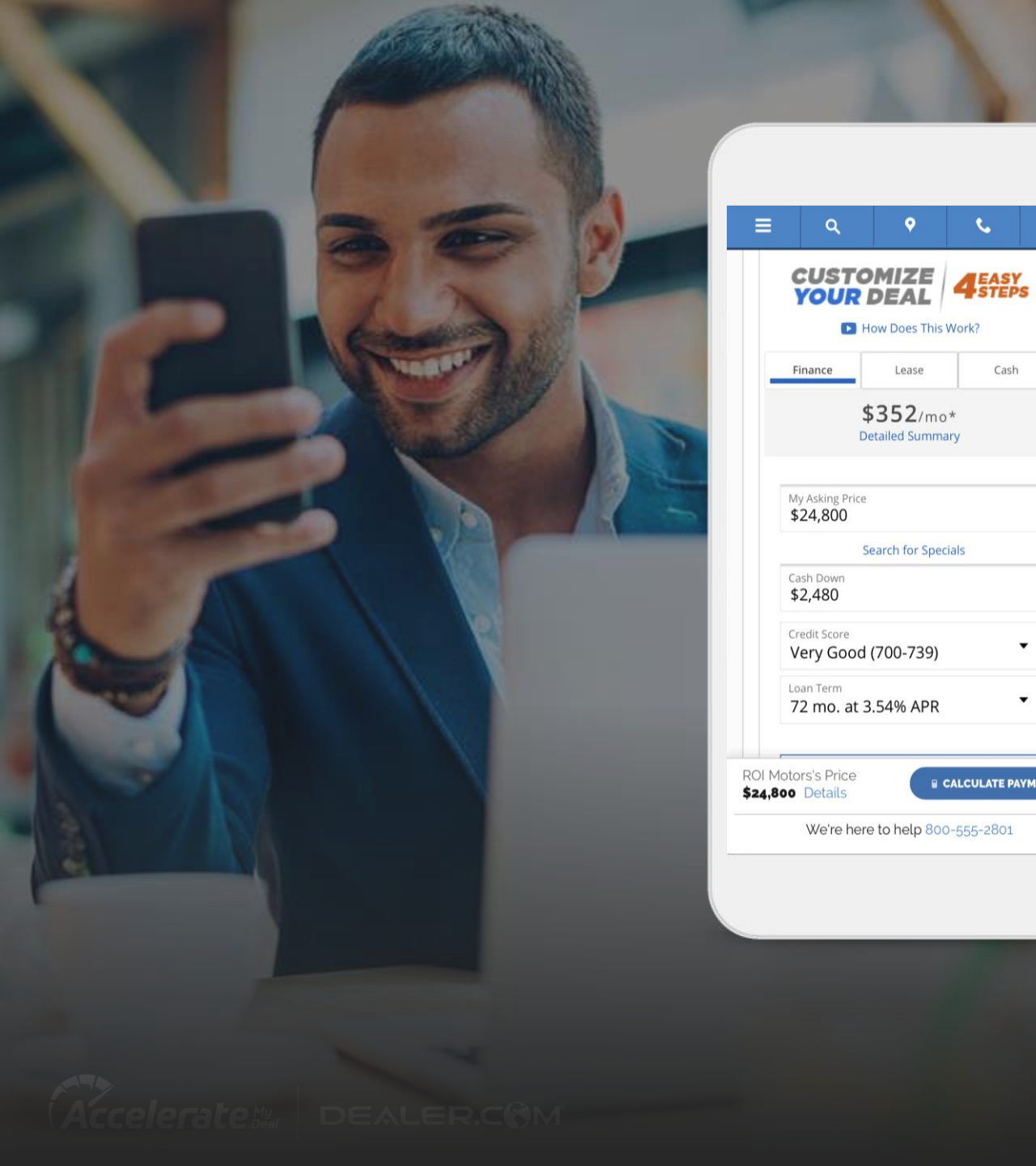
Payment Calculations

Given most shoppers are payment buyers, setting options that affect how your payments display are crucial. There are multiple settings within this category that will impact your success.

Key points to consider include:

Maximize the effectiveness of your strategy by balancing the display of aggressive (low) payments with actual transaction payments.

Evaluate your current inventory pricing strategy; be sure your pricing and payments are consistent across all online portals.



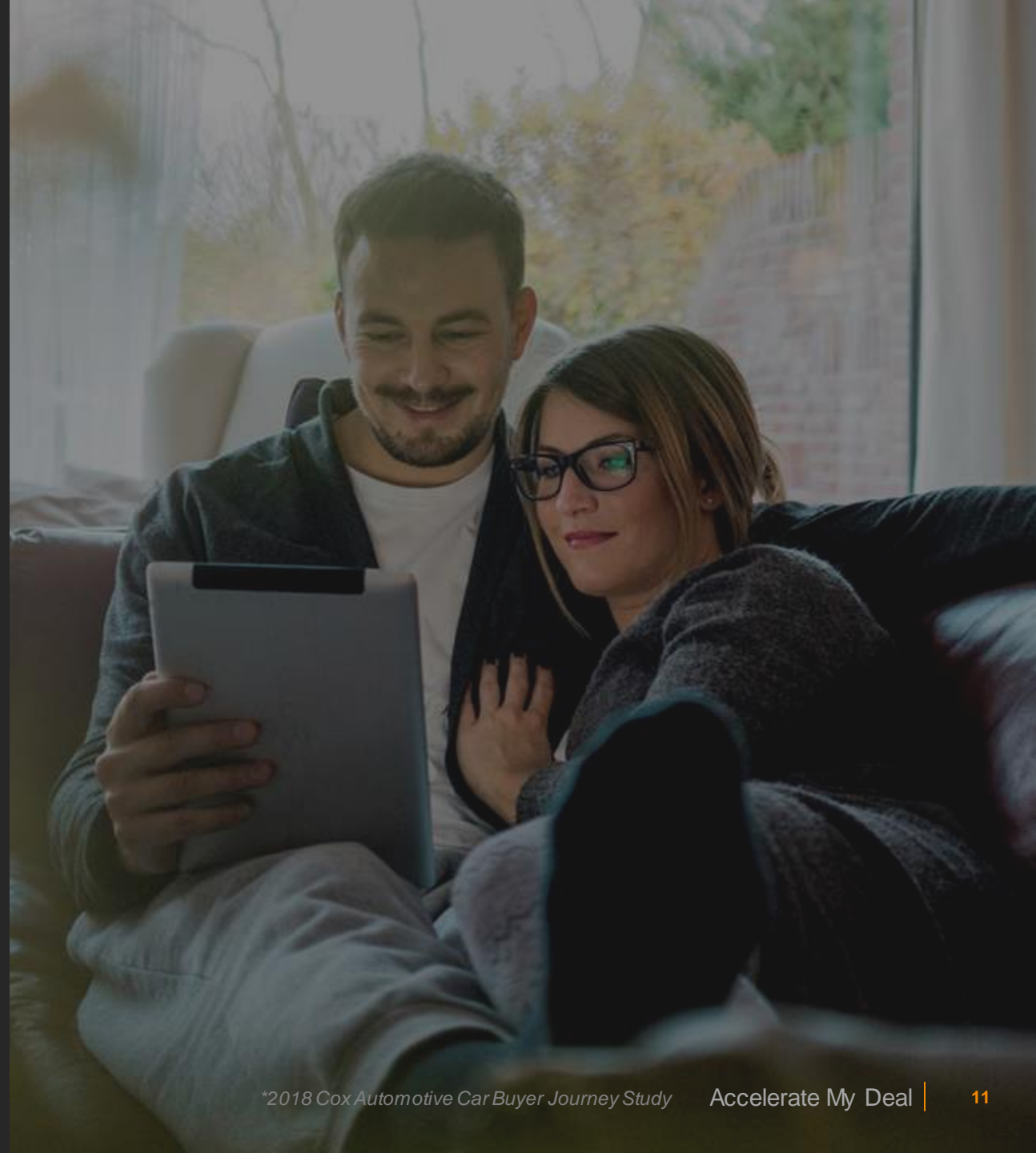
The image shows a man in a blue suit smiling while holding a smartphone. The phone screen displays a car financing calculator interface. The interface has a blue header with navigation icons (hamburger menu, search, location, phone, car). Below the header, it says "CUSTOMIZE YOUR DEAL" and "4 EASY STEPS". There is a link "How Does This Work?". The main section has three tabs: "Finance" (selected), "Lease", and "Cash". Below the tabs, it shows "\$352/mo*" and "Detailed Summary". There are input fields for "My Asking Price" (\$24,800), "Cash Down" (\$2,480), "Credit Score" (Very Good (700-739)), and "Loan Term" (72 mo. at 3.54% APR). A "Message us" button is on the right side. At the bottom, it shows "ROI Motors's Price \$24,800" and a "CALCULATE PAYMENTS" button. A footer says "We're here to help 800-555-2801".

Settings Payment Calculations

90% OF CAR BUYERS
Are Payment Shoppers*

Accelerate My Deal puts the financing information car buyers need at their fingertips to get an accurate, personalized payment, plus finance and trade-in options.

Payments are calculated to include city, state and county taxes & fees.

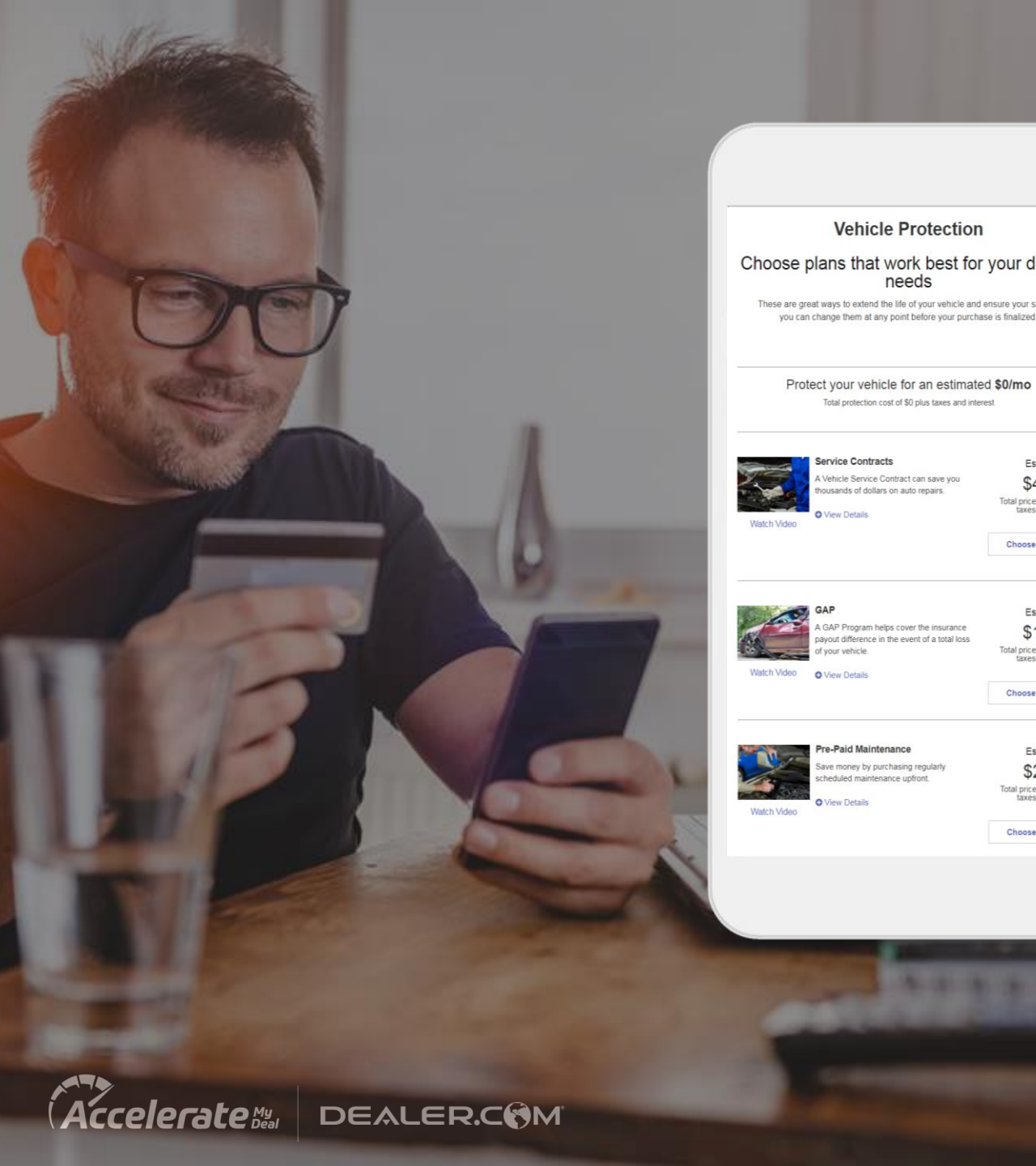


Settings / Payment Calculations

Settings	Choices	Default	Considerations
Cash down payment -Select for Finance and Lease	<input type="checkbox"/> % of Price <input type="checkbox"/> Set \$ Amount	10% Finance \$2,000 Lease	Make sure your cash down payment settings mirror your other marketing & OEM programs. This setting should also mirror your in-store processes.
Default credit tier -Select for New & Used, Finance & Lease	<input type="checkbox"/> Excellent <input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor	Very Good	Determine your dealership's actual average customer credit scores.
Enable lease payments	<input type="checkbox"/> On <input type="checkbox"/> Off	On	Consider mirroring your other marketing and OEM programs.
Default lease vs. finance for new	<input type="checkbox"/> Lease <input type="checkbox"/> Finance	Finance	Consider mirroring your dealership's actual lease/finance penetration percentage. If under 50% lease, consider using lease defaults to boost lease penetration.

Settings / Payment Calculations cont.

Settings	Choices	Default	Considerations
Exclude cash incentives from loan price/lease price	<input type="checkbox"/> Yes <input type="checkbox"/> No	No	<p>Recommendation is to select No if dealership can provide a price feed without incentives, but with dealer discounts included. This allows for the calculation of accurate incentives.</p> <p>If vehicle pricing already includes cash/OEM incentives, select Yes to exclude cash incentives so they are not applied twice.</p>
Finance - Available Terms (# months)	<input type="checkbox"/> Terms are customizable for new & used	New: 36, 48, 60, 66, 72, 84 months Used: 36, 48, 60, 66, 72 months	Ok to utilize multiple lenders to achieve lowest payment.
Lease - Available Terms & Mileage (new)	<input type="checkbox"/> Term & Mileage are customizable	Terms: 24, 36, 39, 48 months Mileage: 10k, 12k, 15k	Ok to utilize multiple lenders to achieve lowest payment.
Finance Rate Markup	<input type="checkbox"/> Finance reserve	None	Mirror current dealership payment quote markups.
Lease Rate Markup	<input type="checkbox"/> Lease reserve	None	Mirror current dealership payment quote markups. If you include markup here, it could cause the payments displayed to be higher than OEM advertised payments.



Vehicle Protection

Choose plans that work best for your driving needs

These are great ways to extend the life of your vehicle and ensure your safety - you can change them at any point before your purchase is finalized.

Protect your vehicle for an estimated **\$0/mo**
Total protection cost of \$0 plus taxes and interest

Service Contracts Est. Payment
\$45/mo
Total price \$3,186 plus taxes and interest

A Vehicle Service Contract can save you thousands of dollars on auto repairs.

[Watch Video](#) [View Details](#) [Choose Terms](#)

GAP Est. Payment
\$18/mo
Total price \$1,231 plus taxes and interest

A GAP Program helps cover the insurance payout difference in the event of a total loss of your vehicle.

[Watch Video](#) [View Details](#) [Choose Terms](#)

Pre-Paid Maintenance Est. Payment
\$27/mo
Total price \$1,905 plus taxes and interest

Save money by purchasing regularly scheduled maintenance upfront.

[Watch Video](#) [View Details](#) [Choose Terms](#)

Settings Vehicle Protection

Vehicle Protection is standard in all packages

Research shows us that buyers are

63% **MORE LIKELY** to buy F&I products*

when they learn about them earlier in the process.

Your settings choices here determine the level of display for your F&I products. Default settings will be put into place but if you'd like to customize, fill out the F&I form.

*2018 Cox Automotive Car Buyer Journey Study

Settings / Payment Calculations Cont.

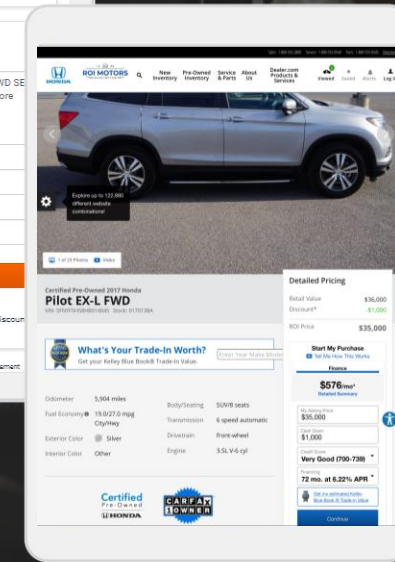
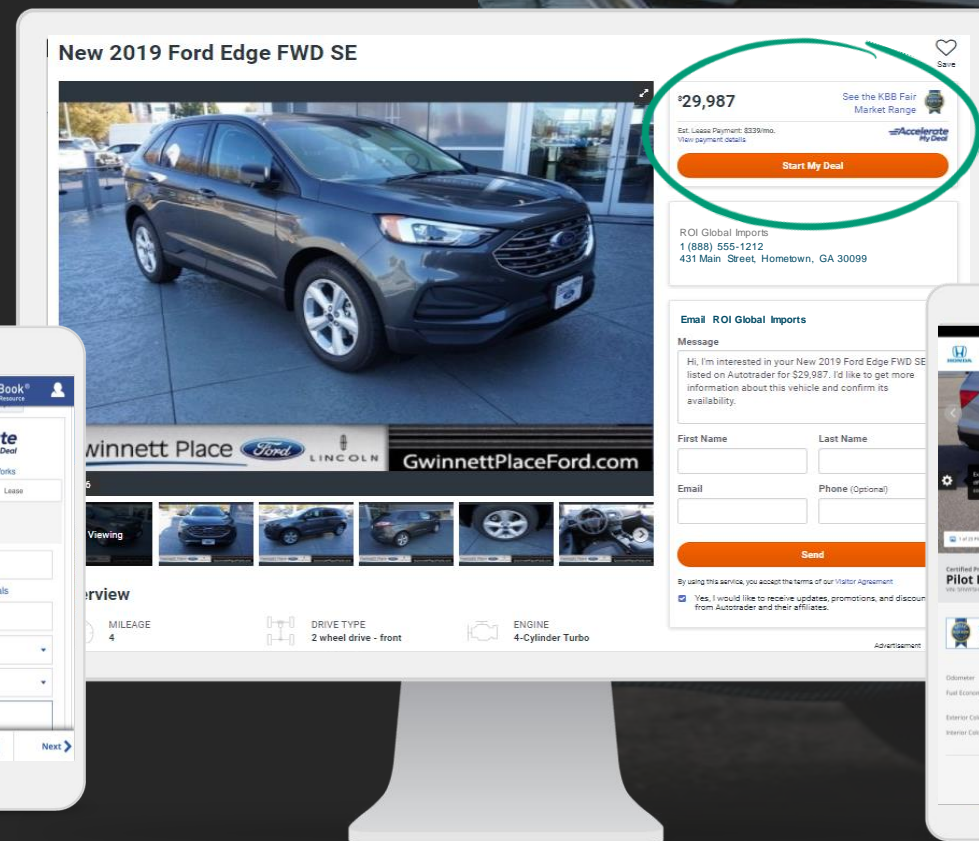
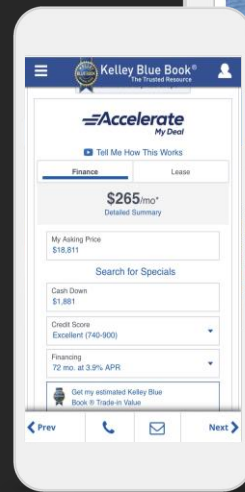
Settings	Choices	Considerations
Display F&I products	<input type="checkbox"/> Yes <input type="checkbox"/> No	Identify which F&I products you want to display and who is the provider for each product. (For example, JM&A for gap insurance, vehicle service contracts, pre-paid maintenance, all-weather mat accessories, etc.)
Display F&I products with custom descriptions	<input type="checkbox"/> Yes <input type="checkbox"/> No	Research shows there is a significant increase in F&I conversions by giving shoppers the opportunity to “self-discover” F&I products online. This gives them the ability to research and make educated selections, prior to entering the dealership.
Display F&I products with pricing and monthly payment	<input type="checkbox"/> Yes <input type="checkbox"/> No	Displaying both description and pricing/payments is a dealership’s best long-term strategy. However, it requires a significant commitment for both launch and maintenance. Make sure your store is ready before turning on this feature.
F&I Product Markup	<input type="checkbox"/> % Markup <input type="checkbox"/> Set \$ Amount	Each product can be assigned a unique markup amount.

The Shopper Experience

Shoppers can experience Accelerate My Deal on your dealership website*, Autotrader listings, and/or Kelley Blue Book listings.

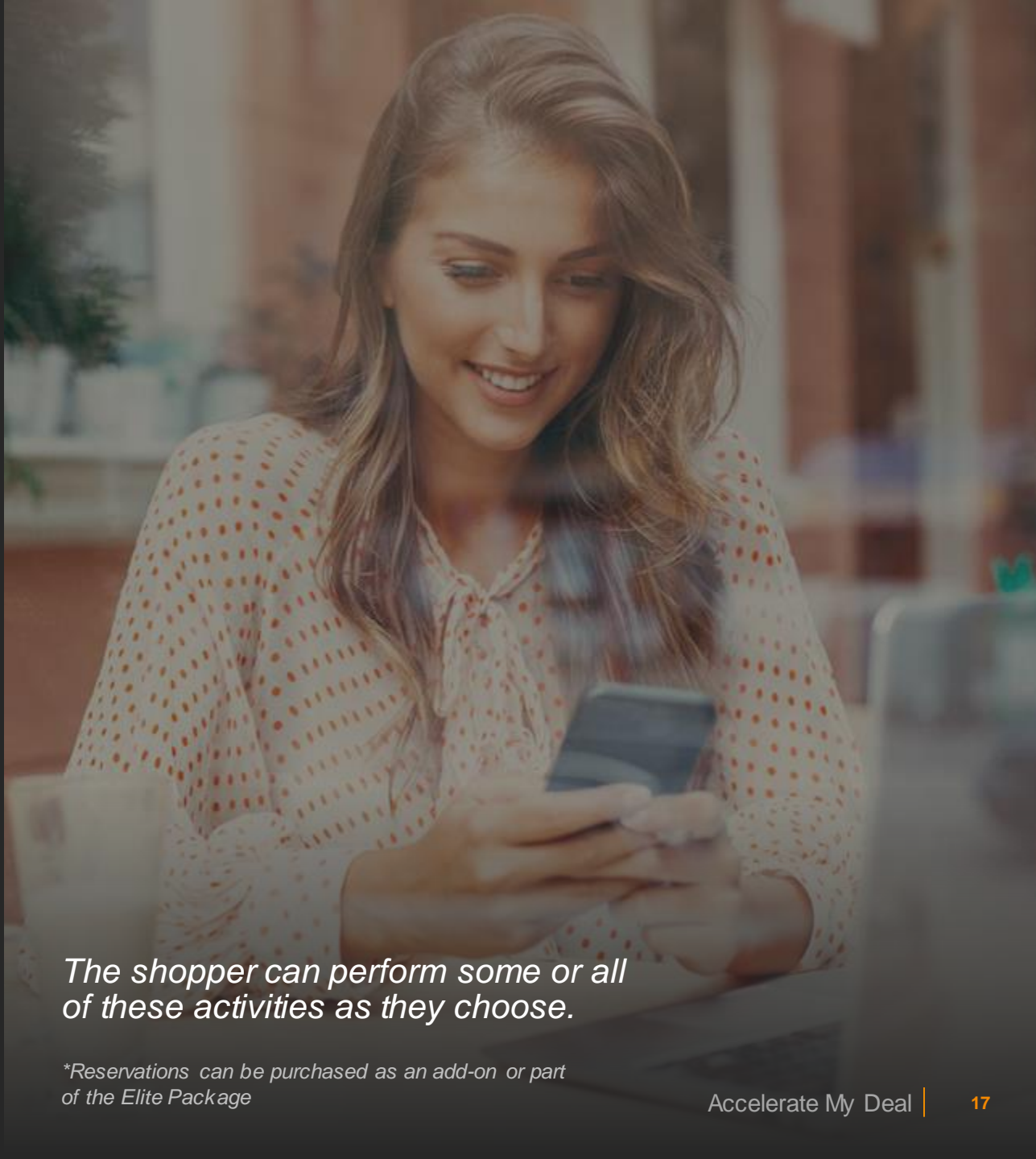
*Depending on package purchased

Images reflected are representative only and may change based on updates to enhance the shopper experience.



The Experience

- 1 Set Payment Terms
- 2 Trade-in Valuation
- 3 Vehicle Protection
- 4 Apply for Credit
- 5 Schedule a Test Drive
- 6 Finalize & Submit the Deal
- 7 Reservations*



The shopper can perform some or all of these activities as they choose.

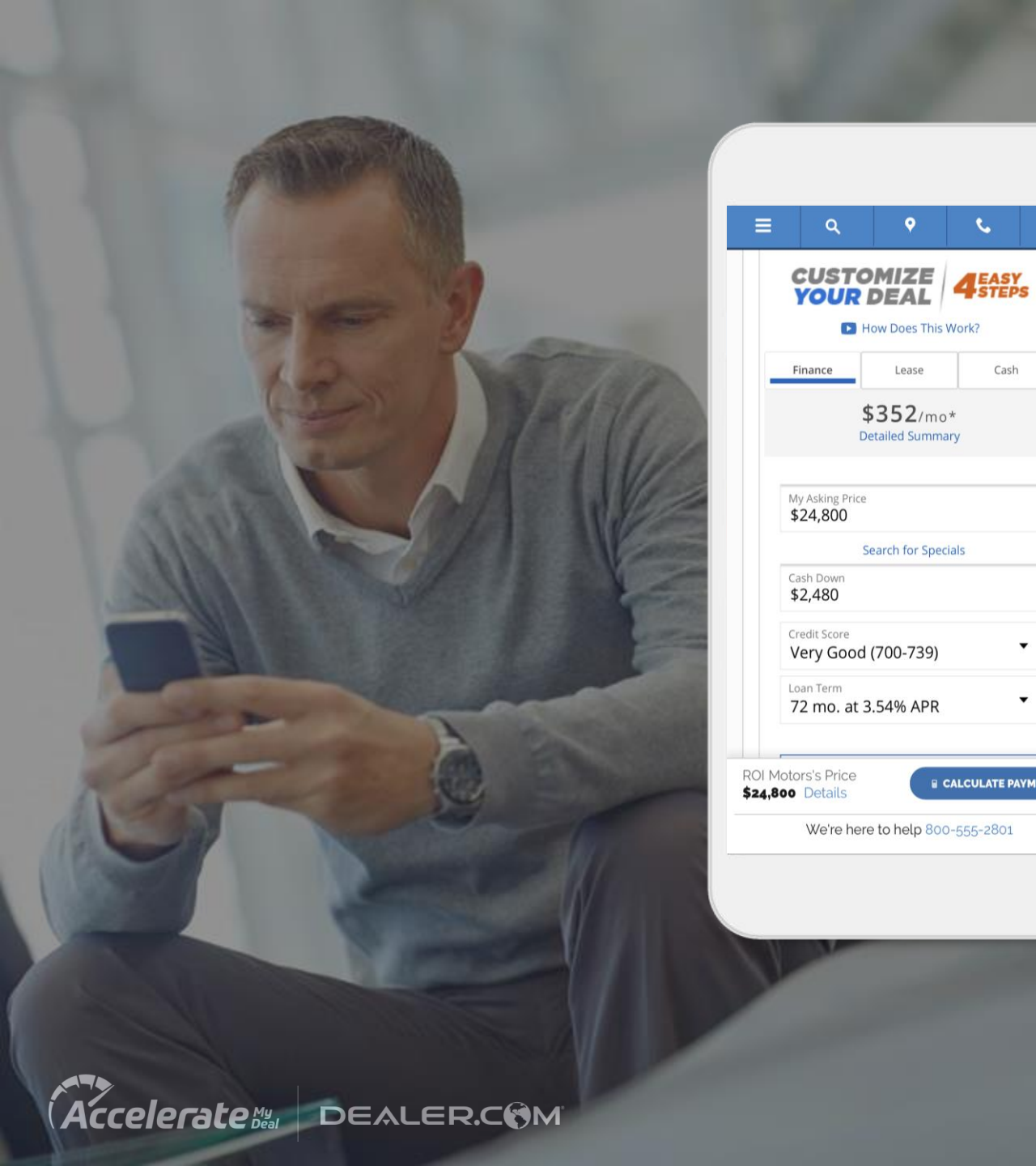
**Reservations can be purchased as an add-on or part of the Elite Package*

1. Payment Terms

After the shopper starts their deal, they can customize many fields in this category, including:

- Finance, lease or cash payment
- Asking price \$ amount
- Down payment \$ amount
- Credit score
- Finance / lease terms

Once all of these selections are made, an estimated payment will be displayed.



The image shows a man in a grey sweater sitting and looking at his smartphone. The phone screen displays a car financing calculator app interface. The app has a blue header with navigation icons (hamburger menu, search, location, phone, car). Below the header, it says "CUSTOMIZE YOUR DEAL" and "4 EASY STEPS". There is a link "How Does This Work?". The app has three tabs: "Finance" (selected), "Lease", and "Cash". The main display shows "\$352/mo*" with a link to "Detailed Summary". Below this are input fields for "My Asking Price" (\$24,800), "Cash Down" (\$2,480), "Credit Score" (Very Good (700-739)), and "Loan Term" (72 mo. at 3.54% APR). There is a "Search for Specials" button. At the bottom, it shows "ROI Motors's Price \$24,800" with a "Details" link and a "CALCULATE PAYMENTS" button. A "Message us" button is on the right side of the screen. At the very bottom, it says "We're here to help 800-555-2801".

2. Trade-in Valuation

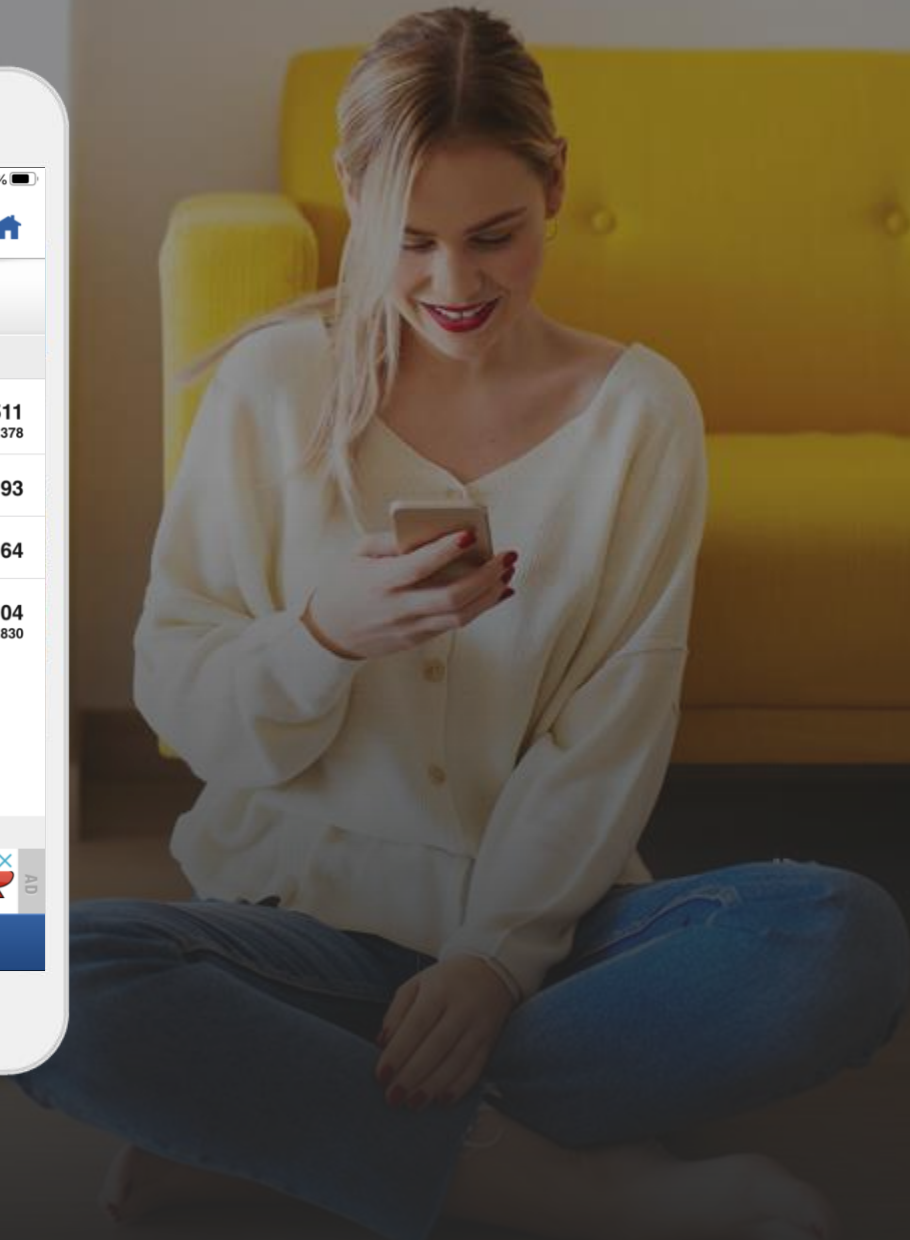
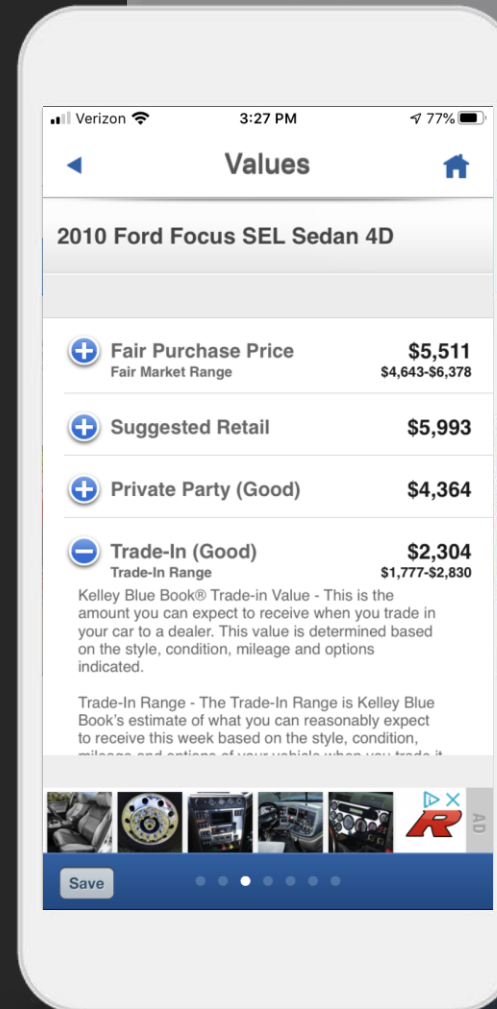
Shoppers can provide basic information about their current car and receive either:

- Kelley Blue Book trade-in value
- Kelley Blue Book Instant Cash Offer*

The trade-in value is automatically incorporated into estimated monthly payment.



**Kelley Blue Book®
Price Advisor**



3. Vehicle Protection


In the vehicle protection section, shoppers can research, review costs, select and add different F&I products to protect their investment.

Vehicle Protection

Choose plans that work best for your driving needs

These are great ways to extend the life of your vehicle and ensure your safety - you can change them at any point before your purchase is finalized.


Protect your vehicle for an estimated **\$0/mo**
Total protection cost of \$0 plus taxes and interest



Service Contracts
A Vehicle Service Contract can save you thousands of dollars on auto repairs.

Est. Payment **\$45/mo**
Total price \$3,186 plus taxes and interest


[Watch Video](#) [View Details](#) [Choose Terms](#)



GAP
A GAP Program helps cover the insurance payout difference in the event of a total loss of your vehicle.

Est. Payment **\$18/mo**
Total price \$1,231 plus taxes and interest


[Watch Video](#) [View Details](#) [Choose Terms](#)



Pre-Paid Maintenance
Save money by purchasing regularly scheduled maintenance upfront.

Est. Payment **\$27/mo**
Total price \$1,905 plus taxes and interest


[Watch Video](#) [View Details](#) [Choose Terms](#)



Road Hazard (Tire & Wheel)
Tire manufacturers don't cover damage due to unforeseen road hazards—that's where we step in.

Est. Payment **\$12/mo**
Total price \$890 plus taxes and interest

[Watch Video](#) [View Details](#)



Service Contracts

Select Your Coverage Options

Coverage Name
DP33 - PLATINUM (EXCEEDS WARRANTY)

Est. Payment **\$45/mo**
Total price \$3,186 plus taxes and interest

[Watch Video](#)

Months: **84** **96** **108** Miles: **100k** **120k**

[Add](#)

4. Apply For Credit

Shoppers can complete credit applications online through a series of three simple screen clicks.

This saves both you and the shopper time at the dealership and avoids the stress of negotiations – a win for everyone.

Know before you go!
Save time by getting your credit approval before you arrive at the dealership. We work with all types of clients and our strong relationships allow you to get the financing you need. When you complete your credit application you will be contacted by our sales team with information about financing and the status of your credit application so you can make the best decision.

Apply now

Step 1 of 4
Applicant Contact Info

i All fields are required unless indicated as optional.

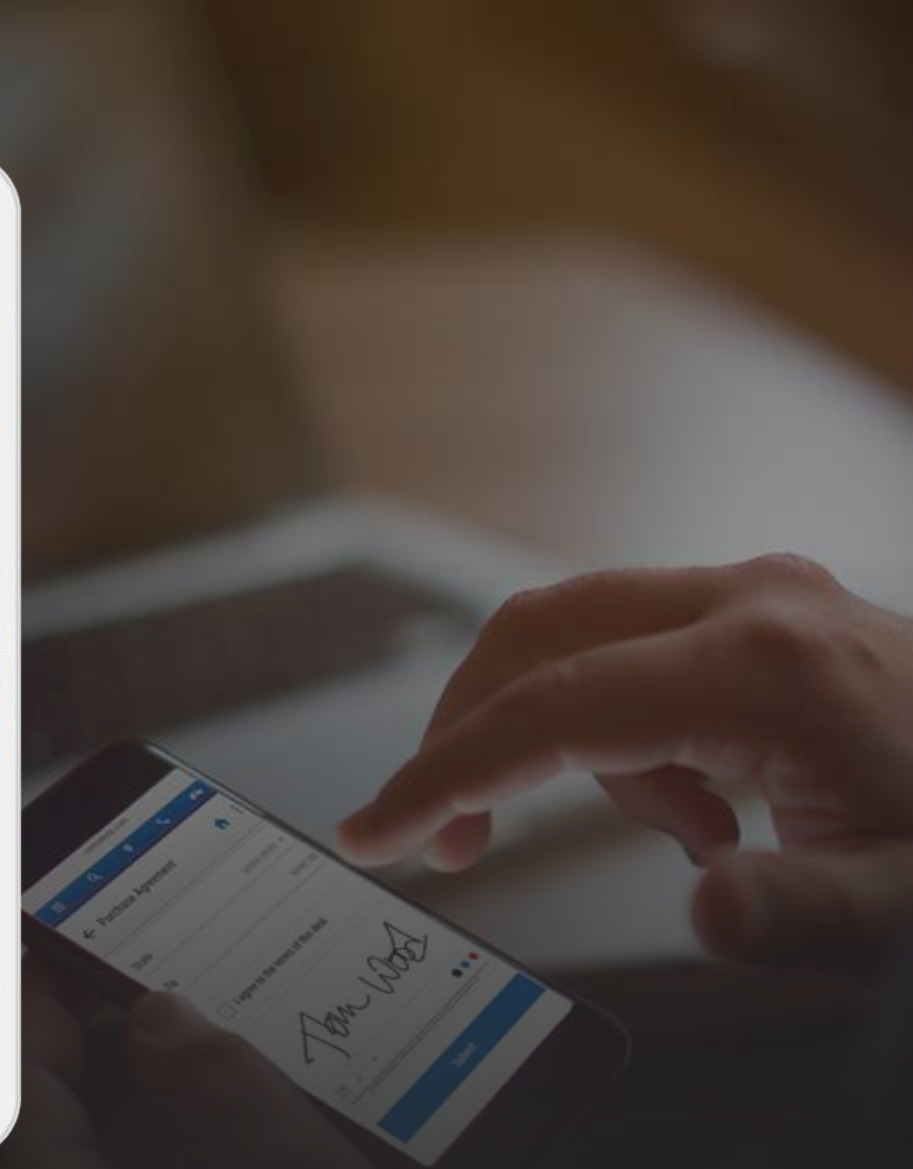
Application Type
 Individual Joint

Please be aware that by selecting "Joint" the applicant and the co-applicant agree they intend to apply for joint credit. The co-applicant must be present and must indicate his or her acceptance of the Terms and Conditions at the end of this application before it is submitted.

Name
John MI(Optional)
Smith
Select Suffix (Optional)

Primary Phone Number
 Home Cell (770) 555-1212

I consent to receive autodialed, pre-recorded and artificial voice telemarketing and sales calls and text messages from or on behalf of dealer (or any financing source to which dealer assigns my contract) at the telephone number(s) provided in this communication, including any cell phone numbers. I understand that this consent is not a condition of purchase or credit. - (Optional)



5. Schedule a Test Drive

Shoppers can also schedule a test drive through Accelerate My Deal.

The Shopper:

- Chooses a timeframe of morning, afternoon or evening
- Provides contact information so you can reach out to confirm a time
- Can choose to test drive at the dealership or from home

The Dealership:

- Schedules the test drive
- Ensures vehicle is available and clean

10:53 shop.dealer.com

CUSTOMIZE YOUR DEAL **4 EASY**
ROI Motors (Honda)

New 2020 Honda Accord LX 1.5T Finance \$338/mo*

Request a Test Drive

Select a date and time that works best for you.

What day works for you?
Operating hours may be limited on Sundays.

MON 01 JUN	TUE 02 JUN	WED 03 JUN	Pick a Date
------------------	---------------------------	------------------	----------------

What time of day works for you?

Morning Afternoon Evening

Where would you like to test drive the vehicle?

Home **Dealership**

Message us

6. Finalize and Submit the Deal

After all payment terms have been entered, payments are then calculated to include city, state and county taxes & fees based on the shopper's location. To submit their deal, the shopper is only required to provide their name and email address (phone number is optional). It's that easy!

Pricing and payments are consistent across Autotrader, Kelley Blue Book and Dealer.com websites, creating transparency and trust between the customer and dealership.

The image shows a white smartphone displaying a mobile web browser interface. At the top, the status bar shows the time 10:29, signal strength, Wi-Fi, and battery icons. The browser address bar shows 'roimotors.com'. Below the address bar is a blue navigation bar with icons for menu, search, location, phone, and chat. A video thumbnail titled 'How Does This Work?' is visible. The main content area is a white form titled 'Submit Your Offer' with a close button (X). Below the title is a sub-header: 'You'll be able to calculate taxes, schedule a test drive, and more on the next page.' The form contains four input fields: 'First Name', 'Last Name', 'Email', and 'Phone (Optional)'. At the bottom of the form are two blue buttons: 'Submit Your Offer' and 'No Thanks, Continue'. A vertical blue chat bubble icon with the text 'Message us' is positioned to the right of the form.

7. Reservations

Create Your Reservation

Step 1 of 3: Please read the information below

Before creating your reservation we recommend that you complete a credit application.



Your reservation will hold this vehicle for 3 day(s) from today.

All reservations expire at the close of business on your expiration date.



\$500 Deposit amount can be made with a credit card.

Deposit will be applied to your deal by reducing your cash down amount or the purchase price in the event you are paying cash.



Your deposit is refundable.

In the rare case this vehicle is already "Pending Sale" with another customer, we will make every attempt to find you an alternative vehicle that matches the features you would like or we will refund your deposit at your request. No questions asked!

Continue



New 2019 Hyundai

Santa Fe 2.0T Ultimate

VIN: 5XYZWDLA8JG512344 Stock#: HTJ1016



On The Lot
at Hyundai of Burlington

[Location Details](#)

Shoppers can make a refundable deposit via credit card and receive the commitment of a reserved vehicle with a scheduled appointment.*

The number of days a dealership will hold a car and the deposit amount required vary based on reservations settings selected.



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Launching Your Program

COX AUTOMOTIVE

 **Accelerate** My Deal

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