

Franchise Packages

TOTAL BOOST

PLATINUM PLUS

PLATINUM

GOLD

STARTER

		TOTAL BOOST	PLATINUM PLUS	PLATINUM	GOLD	STARTER
 Prominence	Search Order ¹	100% above Platinum	40% above Platinum ²	Above Gold	Above Starter	Above Bronze ⁴
	Super Feature (add-on)	All listings	40% of listings ³	Available	Available	×
 Sourcing & Pricing	Analytics Improved	✓	✓	✓	✓	✓
 Vehicle Presentation	Background Check	✓	✓	✓	✓	✓
	Video	✓	✓	✓	✓	✓
	Subtitles	✓	✓	✓	✓	✓
 Dealership Branding	Micro-Site	Ad-free	Ad-free	Ad-free	Ad-free	✓
	Website Link	✓	✓	✓	✓	×
	Premium Listing Page	Ad-free	Ad-free	Ad-free	✓	×
	Branded Search Card	✓	✓	✓	✓	×
 Stock Advertising	Brand new in stock New	✓	✓	✓	✓	✓
	In Transit New	✓	✓	✓	×	×
	Ex-Demo New	✓	✓	✓	✓	✓
	Available to Order New	✓	✓	✓	✓	×
	Certified Pre-Owned New	✓	✓	✓	✓	✓
	Dealerbase	✓	✓	✓	✓	✓
	Larger Search Card (web)	✓	✓	✓	✓	×
	Finance Calculator	✓	✓	✓	✓	✓
Multi-interest rate finance	✓	✓	✓	✓	✓	
Finance application link	✓	✓	✓	✓	✓	
Special Offer	✓	✓	✓	×	×	
 Sales & Upsell	Arrange a Viewing	✓	✓	✓	✓	✓
	Shipping	✓	✓	✓	✓	✓
	Price Drop Promo	✓	✓	✓	✓	✓
	Price Drop Email	✓	✓	✓	✓	✓
	Google Maps	✓	✓	✓	✓	✓
	Drivechat Integration	✓	✓	✓	✓	✓
	Dealer Services New	✓	✓	✓	✓	×