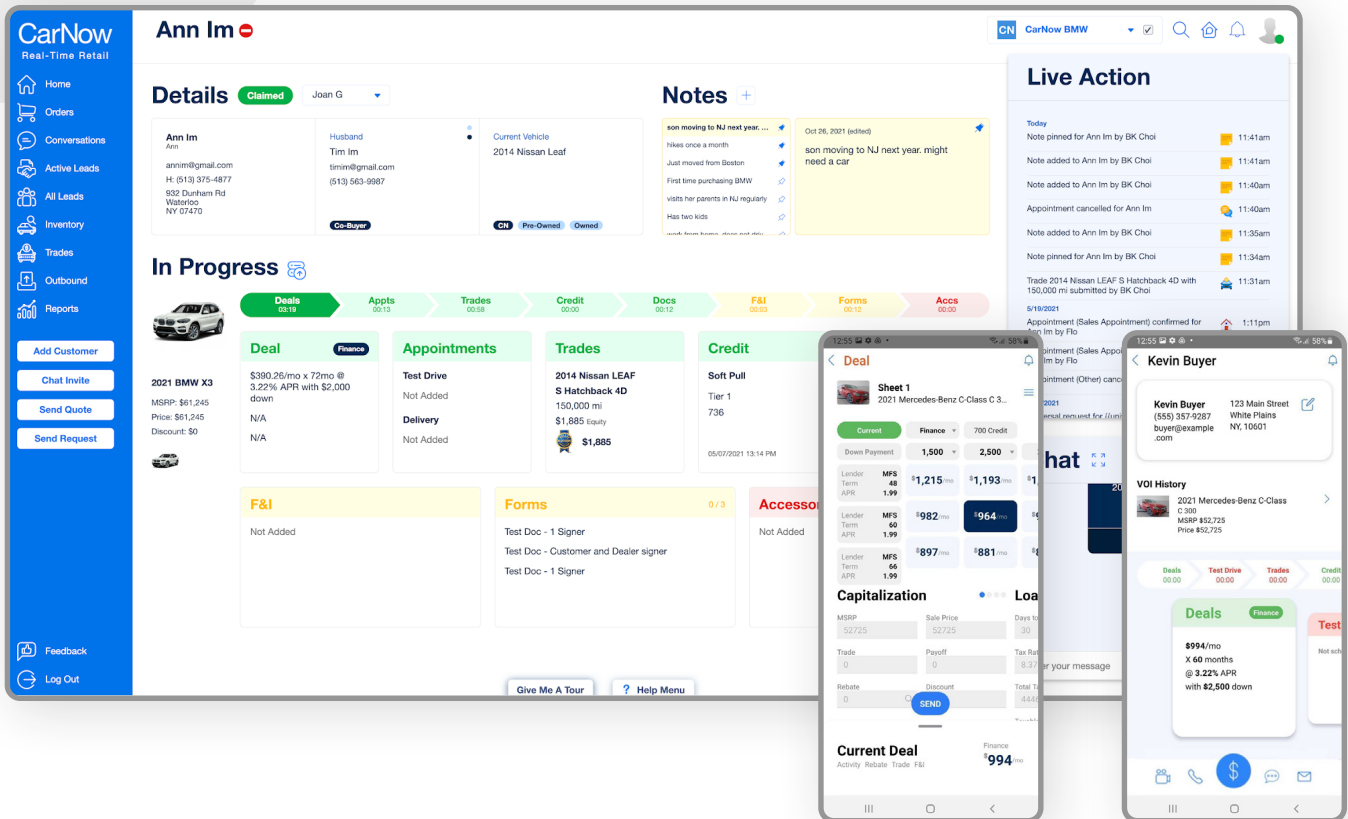


# Real-Time Retail™



## RTR

CarNow's Real-Time Retail platform is a comprehensive, live-data technology solution that empowers you to streamline customer interactions and transactions from the online showroom to the physical showroom with ease. In addition, the Real-Time Retail platform encompasses all the functionality of CarNow's Real-Time Messaging™ solution.

Trusted by more than **5,000 dealers** nationwide.

## Modern Digital Retailing

Real-Time Retail gives you the tools to connect your virtual and in-store showroom like never before. From integrated F&I menus to first pencil desking, CarNow's platform is the only end-to-end solution that provides a truly consistent car buying experience for shoppers, whether online or in-store.

## One Platform, All Offerings

The comprehensive platform includes all the functionality of the Real-Time Messaging solution as well as the most robust digital retail, desking, and dealer home back-end offerings.

## Robust Reporting

Get meaningful insights as to how your CTAs are performing, along with other reporting metrics, using dashboards that provide real-time intelligence with actionable data.

# 21%



Conversion of Chats to Leads\*

# 16%



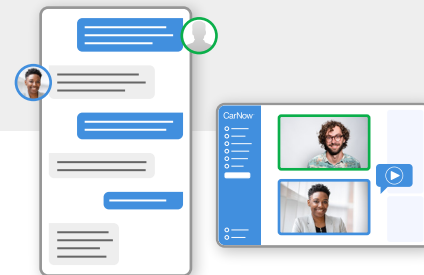
Conversion on CTA Value Trade\*

## KEY FEATURES

### Comprehensive Platform

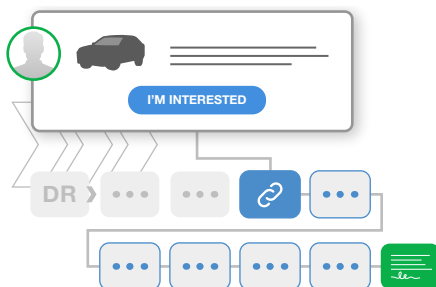
CarNow's Real-Time Retail platform encompasses all the functionality of the Real-Time Messaging™ solution, including:

- DealNow
- Conversational Calls to Action
- Comprehensive Integrations
- Direct Service Scheduling
- Rich Content
- Mobile App



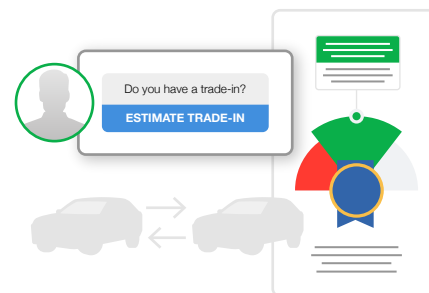
### Live-Assisted Conversations and Video Chat

With live co-browsing features, customers can engage in Q&A and negotiate in real-time with your in-store team, including the ability to activate video chat.



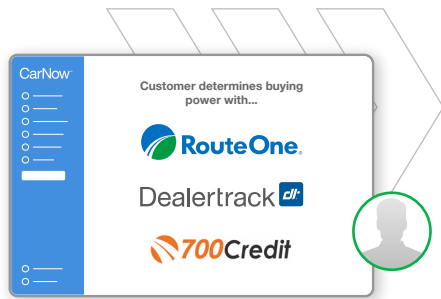
### Multiple Entry Points (Deep Links)

Customizable entry points take the customer deeper into the digital retailing process to generate higher quality leads that convert.



### Trade Partner Integrations

Our growing list of trade partner integrations includes KBB, TP, ICO, and TIV, and the process is now made easier with customer VIN and license plate pull.



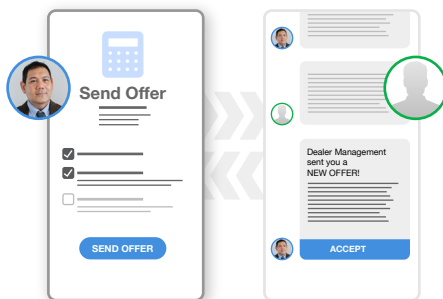
### Soft and Hard Credit Pull Options

Offer customers both soft and hard credit pull options during the buyer journey via 700Credit, RouteOne, and Dealertrack, while providing an instant customer callback option that populates directly in the UX.



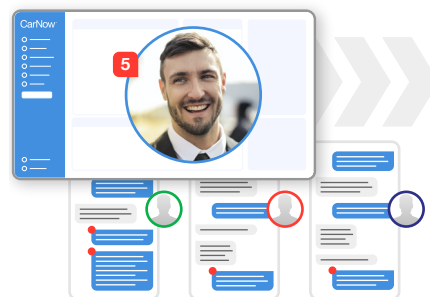
### F&I Merchandising and Accessories

Display actual prices of F&I products and vehicle accessories from your providers, giving customers the time, tools and confidence to decide without the pressure of the dealership.



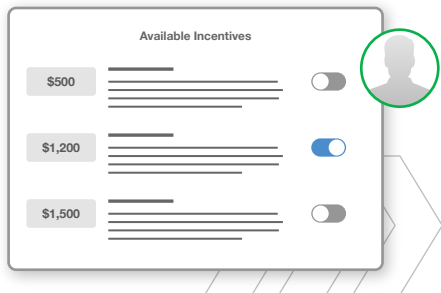
### Full-Service Desking

CarNow's comprehensive desking solution provides everything needed for dealers to fully facilitate the entire vehicle transaction process.



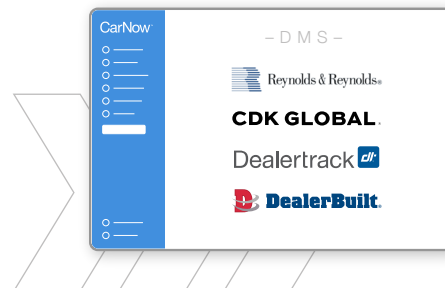
### Real-Time Notifications and Customer Data

With real-time access to customer actions, changes, and data, gain full visibility and better intel for negotiation.



### Regional and National Incentives

Capture all OEM incentives and rebates using COX Rebates and Incentives. Customizable and automated to display real-time pricing logic.



### DMS Integrations (Premium Feature)

CarNow's platform directly integrates with a growing number of DMS providers, including Reynolds & Reynolds, CDK Global, Dealertrack, and DealerBuilt.

## OTHER FEATURES

- Tailored Solution
- Dedicated Partner
- Mobile and Desktop Alerts
- Custom Notifications by Department
- Configurable Customer Workflow
- Inventory Integration

## REAL-TIME RETAIL PLATFORM

\$2,296.00