

Certified to Perform. Built to Deliver.

DEALER
ePROCESS



TOP-PERFORMING WEBSITES THAT DRIVE MORE SUBARU LEADS

Dealer eProcess websites are built to do one thing really well—drive results. With industry-best conversion rates, real-time personalization, and SEO that brings more shoppers to your site, we help Subaru dealers turn traffic into leads. Our back-end tools make it easy to track performance, uncover insights, and take action with advanced GA4 reporting, inventory analytics, and dealer group data sharing. You get the visibility and control you need—without added complexity.

THE BEST CUSTOMER SERVICE (IT'S NOT EVEN CLOSE!)

At Dealer eProcess, support isn't an afterthought—it's what sets us apart. Our Subaru-dedicated team delivers the best customer care in the business, with 24/7 availability, lightning-fast response times, and expert guidance that's tailored to your dealership's goals. Whether you're looking to boost lead flow, decode your data, or get more from your tools, we're here to help you every step of the way. Because we don't just offer technology—we help you use it to win.



**24 HR TICKET
COMPLETION**



**FIRST-TIME FIX
ACCURACY**



**CUSTOMER
SATISFACTION**



**LESS THAN 5 MIN AVG.
RESPONSE TIME**



**24/7 EMERGENCY
SUPPORT**

SHERPA AI: SMARTER EXPERIENCES, BETTER RESULTS

Sherpa AI helps Subaru dealerships deliver the kind of online experience that shoppers expect—seamless, personalized, and relevant. It adapts instantly to each visitor's behavior, offering dynamic payment options, trade-in values, and more to keep buyers moving toward a sale. And for your team, it unlocks the data behind those journeys, so you can follow up faster and smarter. It's the easy way to boost engagement, conversions, and confidence in your digital performance.

+118

**ADDITIONAL LEADS
OVER 90 DAY AVG.**

↑ 20

**LEAD INCREASE
OVER 90 DAY AVG.**

**>90% OF CUSTOMERS RECEIVED A
PERSONALIZED EXPERIENCE**

Core Package

\$1,500/mo

- ADA Accessibility Tool
- Apple Wallet Integration
- Advanced Trim Selector/Comparison
- Coupon Manager
- Insight Reporting
- Dedicated Account Executive
- Dynamic Thank-You Pages
- Google Wallet Integration
- Inventory & Pricing Manager
- Inventory Performance Report
- Reputation Monitoring
- Keyword Site Search
- Dynamic Make/Model Pages
- Manufacturer Rebates
- Media Manager
- Mega Menu & Manager
- Mobile Click-To-Call
- New Vehicle Stock Photos
- Normalized Vehicle Features Filtering
- On-Site Inventory
- Price Unlock
- Plugin Toolbar
- Responsive Custom Page Builder
- SSL Site Security & HTTPS Connection
- Standard SEO & Editor
- Support All 3rd Parties
- Technical Support
- Testimonial Manager
- Units IMS Plus - Inventory Tool
- Vehicle Photo Hyper Zoom
- Vehicle Photo Hot Spots
- Website Grader

Premium Package

\$2,075/mo

CORE PACKAGE

- + Reviews & Reputation Monitoring
- + Local Listings Management
- + Keyword Ranking Report
- + Custom Content (2 pages/month)

Elite Package

\$3,075/mo

CORE & PREMIUM PACKAGES

- + Chat
- + Trade In Tool
- + Smart Incentive System
- + Google Vehicle Listings

CERTIFIED WEBSITE PROGRAM ADD-ONS



SUBARU



PRICE ADD-ON

\$99 DEALERTRACK OR ROUTEONE INTEGRATION

Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack or RouteOne Integration account for ease of pulling credit and submitting to lenders.

\$449 TRADE IN TOOL

Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls.

\$449 SOFT PULL CREDIT APPLICATION

Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 60 Soft Pulls - \$2.99 per add'l pull)

\$299 CREDIT APPLICATION LITE

Quick 3-step credit inquiry lead generator with integrated dealer inventory.

\$349 OFFER MANAGEMENT TOOL

Website add-on featuring homepage search-by-payment widget and SRP monthly lease/finance widget and Rate Customizer utilizing real-time bank and incentive data.

\$179 SMART INCENTIVE SYSTEM

Incentive program customized to customer's search history.

\$499 GOOGLE BUSINESS PROFILE PACKAGE

Amplify your presence on Google and increase listing engagement with our Google Business Profile optimization.

\$179 REPUTATION MONITORING & DEALERSHIP REVIEWS

Centralized, Comprehensive Review Monitoring Platform - Competitor Benchmarking - Automated Sentiment - Analysis Proactive Dealer Review Alerts - Social Media Activity Monitoring - Hashtag Metrics and Trend Analysis - and more!

\$179 LOCAL LISTINGS MANAGEMENT

Ongoing data submission to 100+ Local Listings - Manual Claiming - Listing Optimization - Geocode Distribution for Maps & GPS Devices - Duplicate Listing Merging/Removal - Directory Wide Holiday Hour Updates - Protection Against Listing Contamination Local SEO Call Tracking (0.089/minute)

\$99 KEYWORD RANKING REPORT

Track search engine results page rank for specific target keywords. Our Keyword Ranking Report includes metrics such as your average position, position fluctuation, and top 10 keywords across all major search engines, all locations and all devices.

PRICE ADD-ON

\$599 CUSTOM CONTENT (4 PAGES)

Influence rankings and build authority using original, relevant content. Our experienced content writers create unique, engaging content for dealer websites to increase visibility and dominate in search engine results. (Additional Custom Content Packages Available).

\$599 CHAT

- A/I Chat Bot
- Facebook Messenger Integration
- Jump-In Chat Feature
- Unlimited Texting

\$449 DMS ATTRIBUTION

Using DMS data, connect all the dots between your online and offline business, giving you the complete picture of exactly where your sales and revenue are coming from.

\$249 MONTHLY TURNKEY BANNERS (3 BANNERS)

3 homepage graphic banners.

\$449 UNITS IMS PREMIUM

Includes Units IMS / Unleaded / Plus • Recon & Photo Alert System • Exterior Walk Around Video • eAuto Appraise Integration • Customizable Hot Spots • AI Hot Spots Automated Hotspots • GMB Cars for Sale

\$629 UNITS IMS NITRO

Includes Units IMS / Unleaded / Plus • Video Exports • Video Voice Over • CPO Integration • CARFAX® Integrated • Video Sharing Capabilities • YouTube Integration • CARoi Sales Reporting Integration • Video Tagging • Enterprise Photo Reporting

UNITS IMS INVENTORY VIDEOS

	Basic \$89	Advanced \$134	Bronze \$179	Silver \$225	Gold \$249
Adds stitched videos to the dealer's website	•	•	•	•	•
Adds stitched videos to 3rd party websites		•	•	•	•
Send to Cars.com / AutoTrader / Youtube			•	•	•
Send to CARFAX®				•	•
Send to Facebook					•

\$799 MARKET PRICING TOOL

KBB, Black Book, NADA, and Manheim Evaluation Data.

\$99 GOOGLE VEHICLE LISTINGS

Share inventory directly on your Business Profile on Google.

\$649 SPANISH WEBSITE

Responsive website with complete Spanish translation.

Base Camp **\$799**/mo

Ascent **\$1,199**/mo

Summit **\$1,599**/mo

Responsive Design	✓	✓	✓
Multilingual Functionality	✓	✓	✓
Trade-In Evaluation	✓	✓	✓
Trade-In Equity Calculation	✓	✓	✓
Captive Lenders	✓	✓	✓
Regional Lenders	✓	✓	✓
Rebates/Incentives	✓	✓	✓
Soft Credit Pulls	\$2.99 per pull	60 pulls - \$2.99 per pull thereafter	60 pulls - \$2.99 per pull thereafter
Genuine Subaru Accessories Integration	✓	✓	✓
Subaru Guaranteed Trade-In Program (GTP)	✓	✓	✓
Stand-Alone Trade-In Tool		✓	✓
Stand-Alone Soft Credit App		✓	✓
Dealertrack/RouteOne Integration			✓
F&I Integration			✓