CarGurus® Digital Deal

Configuration Guide

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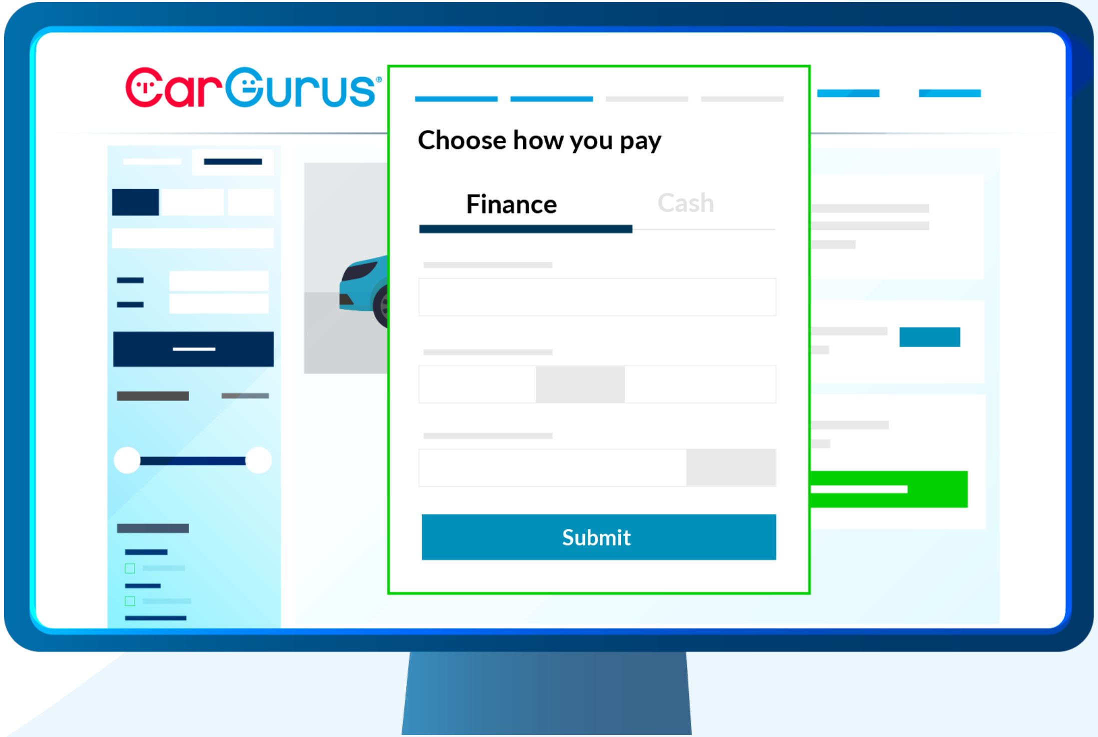
Welcome to Digital Deal!

Digital Deal gives you higher quality leads so you can close more business with less time and effort by letting shoppers build near penny-perfect deals online, customized with your dealership's existing finance and insurance offerings.

Use this guide to successfully configure Digital Deal to your dealership's financing and lenders, systems and processes.



Your Digital Deal team

To support your dealership throughout this configuration process, you will have a team of CarGurus reps working with you to ensure you are fully set and are trained on the product.

Account Executive:

As you make the decision to use Digital Deal, your Account Executive can answer questions and is there to work with you on your contracts and additional product add-ons

Digital Retail Consultants (DRC):

The DRCs are your go to person for Digital Deal configuration, product details, and more.

Internal Configuration Support:

This team is focused on the technical side of activating each feature within Digital Deal. They may reach out for:

- F&I product pricing
- Dealer fees
- Overlapping lenders
- Warranty company questions or issues

Account Manager:

Your dedicated account manager is there to assist with product training, performance reporting, and all other account questions.

Configuration process

In order to give you the most sales-ready leads possible, we need to configure Digital Deal with your dealership's custom finance and insurance offerings. By completing this enrollment process, you create a truly customized shopping experience that gives you leads that are 2x more likely to close, while maintaining your dealership's complete control over the deal.

To do this, we need to collect:

- Contact information to enable notifications so you don't miss a lead
- Dealer fees (outside of title and registration)
- Lenders you regularly work with
- F&I products with mark ups

A configuration call will be scheduled for your dealership. If a call has not be scheduled, please contact your Account Executive.

NOTE: Digital Deal is first activated on your Subscription Start date with State Average Fees and Average APRs. To change them, complete the configuration process ASAP

Configuration process

Digital Deal Contract Start Date

Product is auto **activated** with state average fees and APRs, and **you'll start receiving Digital Deal leads**

A configuration call will be scheduled by your Account Executive.

Test Lead Submitted

Look for the lead and make sure you received the lead it was routed correctly.

Preparation

Get ready for your configuration call by collecting needed information outlined in the email.

Configuration Call

Confirm **Digital Deal Admins and Dealer Fees**, and provide data required to activate **Financing, Service and Protection Plans, and Deposits.**

Financing, Service & Protection Plans, and Deposits processed and set-up

Configuration Confirmed

Internal Configuration support will reach out via email to confirm when hard-pull and F&I products have been activated for your dealership.

Digital Deal Check-in

Your Account Manager will schedule a check-in call 30 days after you purchased the product.

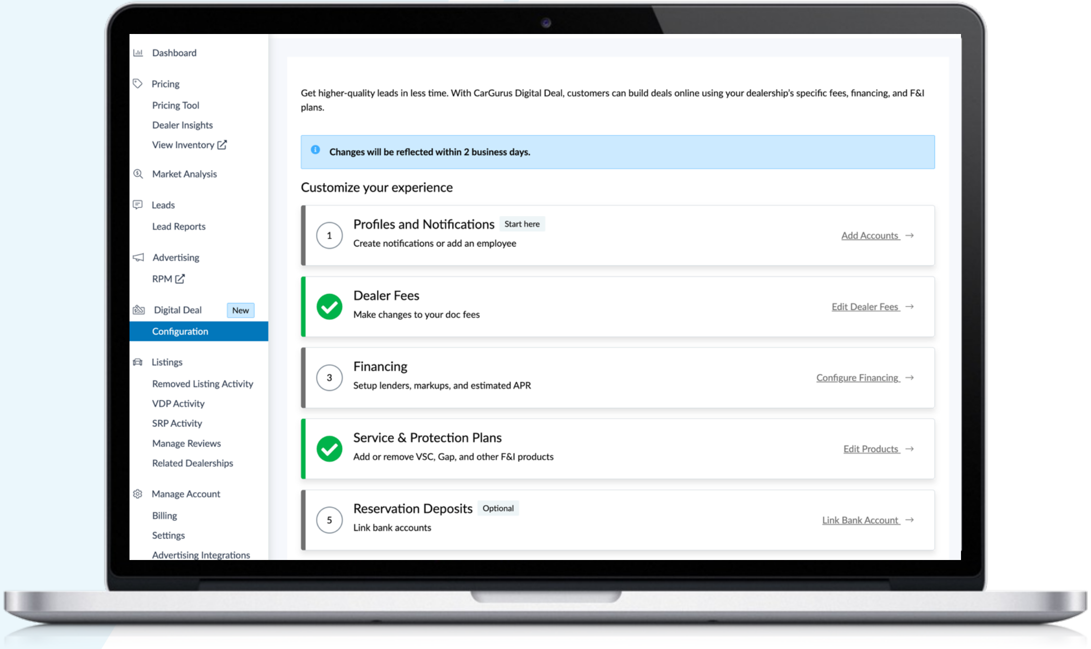
Configuration page in the Dealer Dashboard

When you sign up for Digital Deal, a Configuration page will be added to your CarGurus Dealer Dashboard. This will be used during your configuration call with a DRC and is where you can go to make updates in the future.

When you first sign up, before you complete any of the configuration steps, you'll see grayed steps. This means the feature has not been activated yet.

After you fill out the forms with the DRC on your configuration call, the checkmarks will remain gray until the feature has been activated. Activation for certain features may take up to 7 business days. **The steps will not turn green after completing the form, but your information has been received.**

The configuration team will keep you updated on the status of your configuration via email. If you have questions on the status, please reach out to your account manager.



STEP 1

Profiles & Notifications

To ensure that the right people can access your Digital Deal leads, the configuration page, and manage deposits, we need to collect the contact information of the people who need it.

Additionally, setup notifications for new Digital Deal leads to ensure you don't miss a high value sales opportunity.

TAKES UP TO **2 DAYS** TO ACTIVATE

Details

1. Choose the type of notifications you would like to receive for Digital Retail leads (text, email, or none), these are in addition to the leads being pushed to your CRM
2. Enter how many users you would like to receive notifications (if applicable)
3. Enter contact information for each user receiving notifications (if applicable)
4. Enter contact information for Digital Retail Administrator (required)
   a. This user is the main point of contact for everything Digital Retail. They can enter bank details for Deposit Feature, manage deposits, and also have access to future Digital Retail self-service features in the CarGurus Dealer Dashboard
5. Enter contact information for Deposit Manager(s) (if applicable)
   a. This user can confirm/deny deposits in the "Manage Deposit" tab in the CarGurus Dealer Dashboard

STEP 2

Dealer Fees

TAKES UP TO **2 DAYS** TO ACTIVATE

We need to collect your dealer fees to ensure the shopper has accurate, transparent pricing information. Without your dealership's specific fees, shoppers may have inaccurate expectations which creates a poor experience for both them and your dealership.

Details

1. Enter your store's documentation fee
2. Enter any additional required fees you'd like to include in Digital Retail listings for used cars
    a. May include: used car addendums, wheel lock fee, electronic filing fee, reconditioning fee, etc. May NOT include: Tax, title, and registration fees (these are pulled from a third party), F&I products, ***New*** Car Fees, etc.

STEP 3

Hard-Pull Financing

Hard-pull financing is a key feature of Digital Deal that lets shoppers submit a full credit application and get real-time offers from YOUR lenders. We have a streamlined onboarding process and only need to collect your RouteOne or DealerTrack ID to activate it.

Once activated, you'll not only get exceptionally low funnel leads who are showing they are ready to buy by submitting a credit application – but the application itself will be sent to your DealerTrack/RouteOne system. You'll be able to review their details and if needed, re-submit it to other lenders without any additional work or information collection.

This feature is only available if you work with our list of approved lenders. If you don't work with these lenders, shoppers can still get pre-qualified with our 'Finance in Advance' program and/or can self report their credit score using industry average or custom APRs.

TAKES UP TO **7 DAYS** TO ACTIVATE

Details

1. Enter into the survey or provide your DRC with your preferred Financial Management System (RouteOne or Dealertrack) and ID number for integration.
2. CarGurus will take this information to identify all active lender relationships specific to your dealership by testing from RouteOne or Dealertrack, followed by which lenders are part of CarGurus' Hard Pull Financing Optimized Lender Selection Program.
3. CarGurus will enable the optimal set of lenders available that are eligible for instant decisioning and have the highest performance based on application flow across all dealers.
   a. Selected lenders will be activated with optimized settings applied for rate markup and lender fee. This default selection is based upon data collected from over 10,000 dealers and millions of lender decisions.
   b. Your dealership will be notified via email with details on the lenders and fees selected.

Note: You can adjust your settings as needed; including lenders, rate markup, and discount fees by sending requests to digitaldeal@cargurus.com.

STEP 4

Service & Protection Plans

TAKES UP TO **7 DAYS** TO ACTIVATE

Digital Deal lets you showcase your service and protection plans to shoppers before a dealership visit. This not only adds transparency to the deal, but educates shoppers and warms them up to your products earlier in the process, increasing the chance of attachment upon close.

Details

1. Let us know how many F&I products you'd like to list in Digital Deal (we recommend 3)
2. Select each Product Type (VSC, T&W, GAP, Theft, Appearance, etc.)
3. Provide the warranty company's name for each product (Allstate, US Warranty, TWS, Zurich, etc.)
4. Provide the coverage name for each product (Ultra, Platinum, Gold, Exclusionary, etc.)
5. Provide pricing/mark up for each product ($1500 mark up for VSC, $995 set price for GAP, etc.)
6. Provide Dealer ID/Dealer Code for each Provider (Allstate's=DTD12345, SafeGuard's=00S12345)
    a. Your Dealer ID/Code can be found in your DMS/Menu Portal, sometimes on contracts, or by contacting your warranty company representative.
    b. Provide your warranty company representative's contact info for us to collect your Dealer ID if you do not have it
    c. If you do not see your Provider listed in the drop-down menu, select "Other" and manually type in your warranty company's name. We will reach out to them and ask them to partner. We will let you know once we hear from them/it is approved.

STEP 5

Reservation Deposits

You can activate Reservation Deposits within Digital Deal to allow shoppers to place a $500 credit card deposit to request to hold the vehicle for 72 hours. This is optional for dealerships as we know it may not work with your processes, but we do recommend it as shoppers who place a deposit close 50-60% of the time!

TAKES UP TO **1 DAY** TO ACTIVATE

Details

1. If interested in activating Reservation Deposits, go to Step 5 on the Digital Deal Configuration Page in the Dealer Dashboard, which will take you to Digital Deal Settings*
2. Click "Create Stripe Account."
3. Once Stripe Account is activated, the "Manage Deposit" tab will be live in your dashboard, and the feature is automatically activated.
    a. You can deactivate the reservation deposit feature at any time by deactivating your Stripe account

*This page will only be accessible to users who are set as Digital Retail Admin

If you have any questions about this process or your CarGurus account, contact your Account Manager or call 1-800-CARGURUS

Other Digital Deal Resources Available:

ONBOARDING VIDEO

RESOURCE CENTER WITH TRAINING ASSETS

CarGurus