



Pricing Sheet

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Intent: Dealer-specific product pricing for a white-labeled reporting install.

Recommended commercial structure

The product should be priced like an install plus ongoing management, not like random consulting hours.

One-time offers

Launch Audit

\$2,500

Includes: - dealership workflow discovery - reporting inventory - source map - leadership audience design - first-pass automation plan

Best for: - dealers who want a paid diagnostic before committing to full install

Dealer Executive Install

Starts at \$6,500

Includes: - owner / GM morning brief setup - first source integrations - exception logic - delivery setup - reporting structure and handoff

Best for: - one rooftop - narrow first install - executive-only reporting layer

Dealer Performance Install

Starts at \$9,500

Includes everything in Dealer Executive Install, plus: - sales performance pack - inventory aging / pricing exceptions - additional reporting logic - manager-facing outputs

Best for: - stores that need sales and inventory accountability, not just owner summary views

Multi-Department Operating Install

Starts at \$14,500

Includes everything in Dealer Performance Install, plus: - fixed ops profit pack - luxury service concierge layer when applicable - finance and back-end pack - broader audience outputs - more complex workflow coverage

Best for: - larger rooftops - groups with more than one major department in scope - stores that want broader operating visibility from day one

Monthly management

Essential Management

Starts at \$1,500/month

Includes: - monitoring - report QA - small edits - recurring run oversight - delivery support

Performance Management

Starts at \$3,000/month

Includes everything in Essential Management, plus: - added workflows - refinement of exception logic - report evolution - additional management views

Group / Multi-Rooftop Management

Starts at \$5,000/month

Includes: - multiple rooftops or higher reporting complexity - deeper source maintenance - broader exception and escalation logic - ongoing system optimization

Best first offer to lead with

If you want the easiest sell:

Dealer Executive Core

- Install: **\$6,500**

- Monthly management: **\$1,500/month**

Includes: - owner / GM morning brief - sales funnel reporting - inventory aging exceptions

Why this is the best first sale: - easy owner logic - obvious value - manageable fulfillment scope - strong upsell path into service and finance

Add-ons

Optional add-ons: - service lane scorecards - luxury service concierge / loaner / convenience tracking - finance exception reporting - ad-spend accountability reporting - reputation / CSI watchlist - owner retention and review recovery support - vendor / recon bottleneck tracking - branded video briefing outputs - inbox monitoring and escalation workflows

Positioning note

Do not sell the underlying software first.

Sell this instead: - faster owner visibility - less admin drag - cleaner sales accountability - better inventory control - stronger service and finance reporting

Commercial rule

Start narrow, prove value, then expand.

That will keep installs profitable and reduce custom-chaos risk.