

**RTR** CarNow's Real-Time Retail (RTR) 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 RTR 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 real-time deal-making, 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 robust digital retail offerings and full access to Showroom DealMaker, CarNow's virtual showroom experience with real-time transacting power.

## 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.

**20%**  
Conversion of  
Clicks to Leads\*

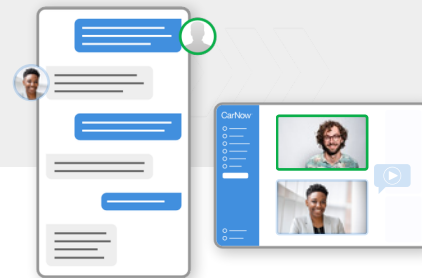
**20%**  
Conversion on  
Value Trade CTA\*

### KEY FEATURES

#### Comprehensive Platform

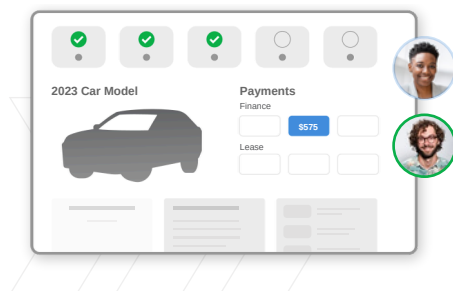
CarNow's Real-Time Retail platform encompasses all the functionality of Real-Time Messaging, including:

- Live Help Needed!
- Conversational Calls-to-Action
- Comprehensive Integrations
- Direct Service Scheduling
- Rich Content
- Mobile App



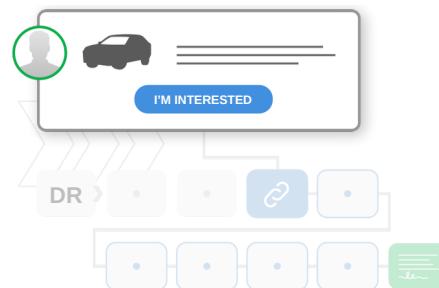
#### Live-Assisted Conversations and Video Chat

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.



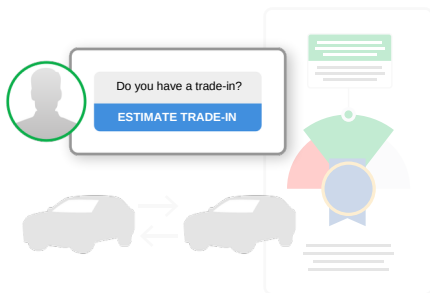
#### Showroom DealMaker

Seamlessly integrate the online to in-store shopping process and provide shoppers with the personalized and engaging experience they want, helping to improve customer satisfaction and drive more sales. Use additional features to increase transparency, present multiple purchase options, optimize profits, meet lender compliance standards, and more.



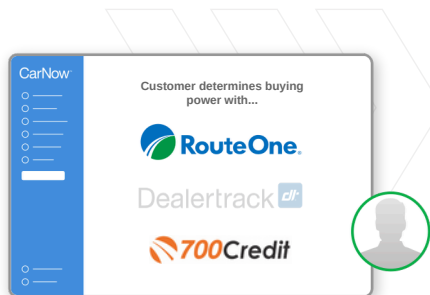
#### Multiple Entry Points (Deep Links)

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



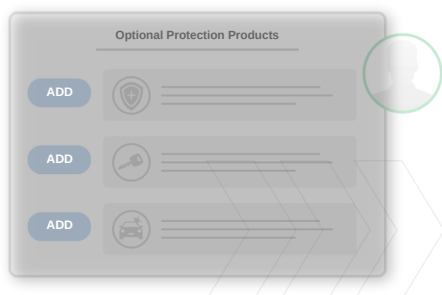
### Trade Partner Integrations

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.



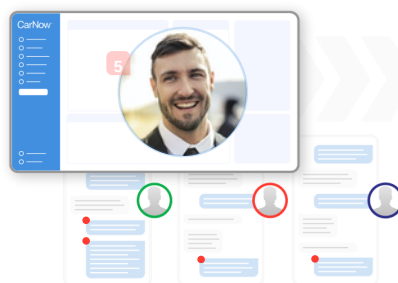
### Soft and Hard Credit Pull Options

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.



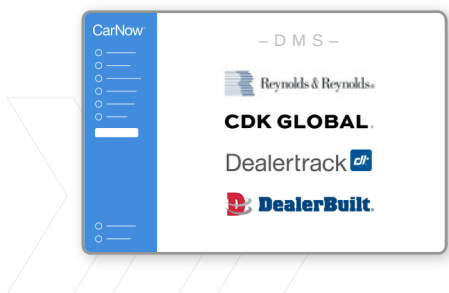
### F&I Merchandising and Accessories

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.



### Real-Time Notifications and Customer Data

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



### 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

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

## REAL-TIME RETAIL PLATFORM

\$2,499

## DIGITAL RETAIL ONLY

\$1,199