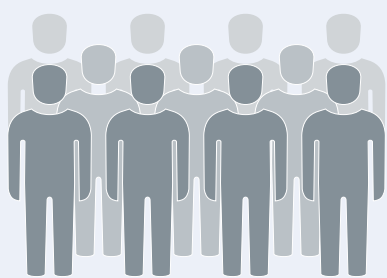
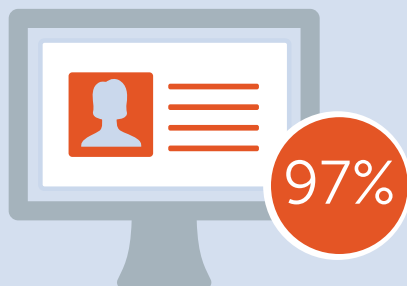


PEOPLE *buy from* PEOPLE

PERSONAL CONNECTIONS INSPIRE TRUST IN THE CAR BUYING JOURNEY

97% of car buyers prefer to select a salesperson before walking on the lot.¹



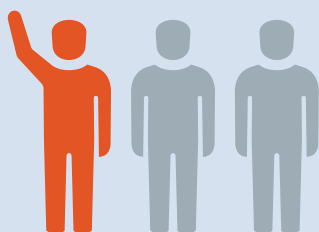
31
MILLION
UNIQUE
SHOPPERS

YOU NEED TO BE WHERE CONSUMERS ARE LOOKING

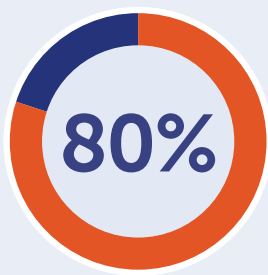
Syndicate reviews to an audience of more than 31 million unique shoppers each month while boosting your brand's organic search (SEO) presence.²

REVIEWS LEAD TO BE PREFERENCE

One in three consumers seek out a specific salesperson based on positive reviews.³ Showcase your sales team with Salesperson Connect™ on Cars.com to create connections before the lot.



1ⁱⁿ3
CONSUMERS



YOUR PEOPLE ARE YOUR MOST VALUABLE ASSET

80% of DealerRater Certified salespeople say their employee profile helps them sell more cars and are more likely to stay with your dealership.⁴

START CONNECTING WITH DEALERRATER

Invest to build trust. Connect your top salespeople with consumers through dealer and employee profiles, a review and social presence dashboard, and review syndication across the industry's largest review platform using **DealerRater Connections**.

SOURCES

1. Survey of 6,413 car buyers on DealerRater.com, March 2016
2. Unduplicated audience of Autotrader, KBB.com, Cars.com network, and DealerRater.com via comScore Media Metrix Multi-Platform, U.S., averaged over six months, October 2017
3. Car Shoppers are Judging You, Cars.com White Paper, February 2017
4. Survey of 233 salespeople of DealerRater customers, June 2016

