

## Convert Browsers into Buyers

Digital Retail is helping dealerships attract the most leads by giving online visitors what they want: clear pricing, trade-in values, and payment details before they visit.

Dealerships that don't offer this transparency risk losing out on thousands of potential customers.

Our Digital Retail tool is user-friendly and designed to provide customers with the online tools they need, speeding up your dealership's sales process.

### Q4 Results

**F&I Rate** **8.8%**

**Trade Rate** **5.9%**

**Credit App Rate** **6.9%**

**New Car Close Rate** **20%**

**All DR Close Rate** **27%**

\*Among Internet Leads



Choose the platform with proven results.

**BOOK YOUR  
DEMO TODAY.**

Increase your sales with CarNow's Dealer retailing system.  
**877.882.5353 or email [sales@carnow.com](mailto:sales@carnow.com)**