

Pricing Package	Standard	Pro	Ultra
Motive Website Platform	✓	✓	✓
Initial Technical SEO & Technical AI Discoverability Setup	✓	✓	✓
Customer Success Manager & Embedded Support	✓	✓	✓
Page & Blog Builder	✓	✓	✓
Custom Code Embed Widget	✓	✓	✓
Quick Tags, Vehicle Badges & Overlays	✓	✓	✓
Drag-and-Drop Pricing Stack Designer	✓	✓	✓
Event Manager + Consumer Events Calendar	✓	✓	✓
Inventory Exports	✓	✓	✓
Insights & Analytics Dashboard	✓	✓	✓
Two-Factor Authentication for Dealer Portal	✓	✓	✓
ADA Compliance Widget	✓	✓	✓
⚡ Motive AI MCP for Claude + ChatGPT		✓	✓
⚡ AI-Powered Consumer Chat Widget		✓	✓
⚡ AI Blog & Page Generator		✓	✓
⚡ AI Inventory Search		✓	✓
⚡ AI Site Auditor		✓	✓
⚡ AI Vehicle Recommendations		✓	✓
⚡ AI Vehicle Descriptions		✓	✓
Motive Trade		✓	✓
Motive Qualify		✓	✓
Deal Builder Digital Retail		✓	✓
Custom Form Builder			✓
Change History & Revert to Previous Versions			✓
Group Inventory & Lead Routing			✓
Advanced Lead Source Rules			✓
Copy & Transfer Pages from Site-to-Site			✓
Super Pages & Super Banners Templates			✓
SSO (Microsoft) for Dealer Portal			✓
Advanced Integrations			✓