

GETTING STARTED



Bring your dealership into the 21st century

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Purpose

Like our web site says, “We offer the most affordable and versatile vehicle web hosting on the market today”. What does that mean, though? We provide an easy way for dealerships to have a web site that contains their inventory of vehicles. Here at VehicleHost, we want every dealership to have a web site they can be proud of without spending a lot of money.

Why do I need VehicleHost if I already use a service like AutoTrader or eBay?

VehicleHost is quite different from search and auction sites like AutoTrader and eBay. We provide an individualized web site (i.e. home page) for each of our dealers that contain only their inventory. AutoTrader and eBay are a great means to move vehicles through a dealership quickly and sometimes at a greater profit. Unfortunately, they lump everyone’s inventory together and you’re in competition with other dealerships in your geographic area. The cost of these services can also be a concern, especially if you keep a large inventory. VehicleHost does not charge on a per listing basis like AutoTrader and eBay. With us, you pay a monthly/yearly fee to list as many vehicles as you like.

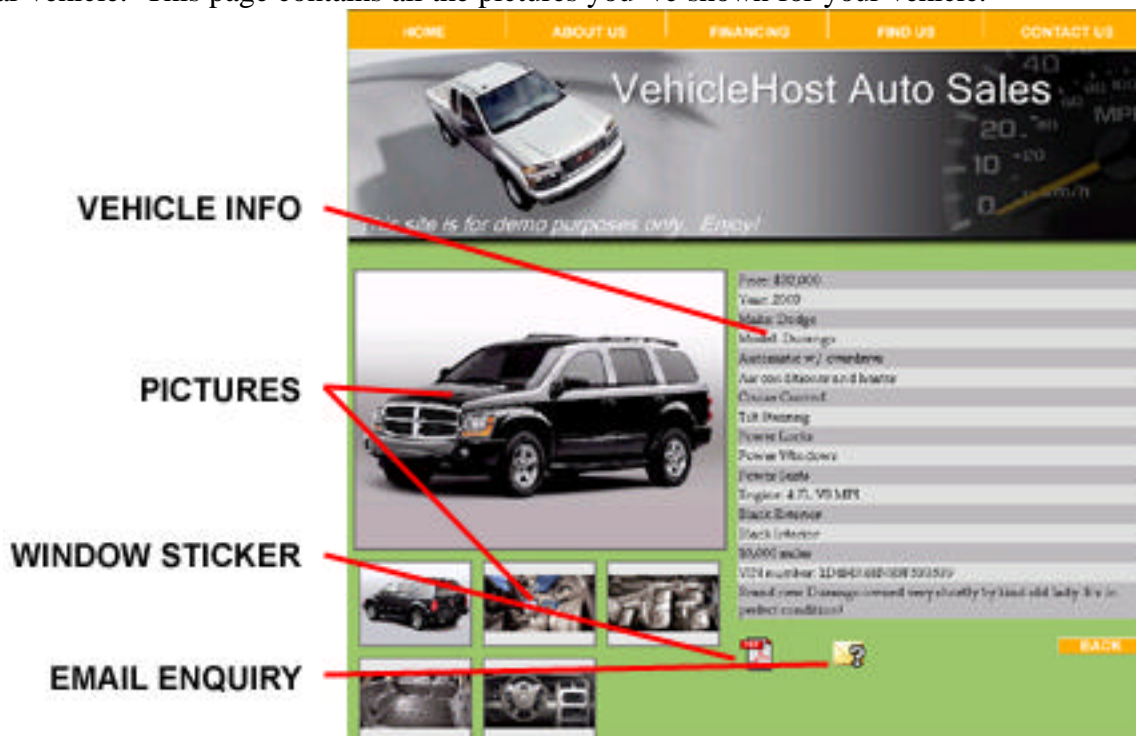
VehicleHost is a wonderful supplement to these services that everyone should use. When a customer visits your VehicleHost site, they can see your entire inventory at once. Your site will impress customers and give them an added level of confidence in your business. You can link your listing on AutoTrader and eBay to your VehicleHost web site so the customer can get more information and pictures in an easier to read format. Once the customer is on your site, they’re very likely to look at other vehicles you’re selling. Time and time again we hear stories from our clients about customers they’ve sold vehicles to that saw an AutoTrader listing, went to their VehicleHost web site, but then ended up seeing something else they liked better and bought it instead. Dealerships without their own web site often lose these types of selling opportunities without even knowing it occurred. Vehicles you’re hesitant of listing on AutoTrader or eBay because of the cost can still be seen on the web through your VehicleHost site.

What do I get with my site?

VehicleHost offers many things to help your customers find the vehicle that’s right for them. When a customer visits your site, they’ll see a professional looking banner with your business’s name and a slogan of you’re choosing. Under the banner, the customer will find featured vehicles that you’ve designated to be highlighted from your inventory. Under the featured vehicles, you’ll find all of your inventory separated into categories (ex. Cars, trucks, SUV’s, vans, etc...) Listing all of your inventory on one easy to navigate web page helps your customers quickly find and compare vehicles. Each vehicle will list the year, make, model and price. Menu buttons at the top of every web page will help the customer find the information they’re looking for.



The customer can click on the picture of the vehicle or the button near its information labeled, "Read More". They will then be taken to a web page containing more details about that particular vehicle. This page contains all the pictures you've shown for your vehicle.



Are there other services like VehicleHost?

There are other dealership hosting services like VehicleHost and we want you to shop around before making your final decision. We say this with confidence because we're sure you'll end up choosing VehicleHost to host your web site. Competitors who don't offer nearly the same amount of functionality will often charge four to five times as much. It's a good idea to have the list of features we provide above handy when talking with other competitors of ours. This is your businesses future and we want you to make the decision that is right for you.

How will customers find my web site?

Customers will find your site most often when they go to it directly using the domain name you've chosen. They can get your site's name from a number of different places. Most of our clients start by simply putting their site's name on the sign at their dealership. From past experience, this is the number one way to get customers to use your site. In close second is simple word-of-mouth, through your daily phone conversations with customers and the people they meet. For instance, "Yes sir, we do have a vehicle like that in stock. You can see details and pictures about it on our web site, www.fastautos.com". You'd be shocked at the number of customers who will show the vehicle they're thinking of purchasing to their twenty co-workers and family. The third most common way of promoting your web site is through the newspaper and magazine advertising you do. Instead of taking out extra advertising for all the vehicles you're selling, you can cut back and just show a few featured vehicles and let them see the rest of your inventory from the web. We mentioned services like AutoTrader and eBay already. The listings you do with these services are great places to include your web site's name.

A lot of our customers ask us about listing their web site with search engines such as Google, Yahoo, Excite, etc... In the past, this was a good idea because the listing fees were relatively low and the number of other businesses listing their site was too. Times have changed and it isn't as feasible to do this type of advertising anymore. If you do have the budget to do search engine listings, we recommend Google and Yahoo since they possess the largest market share.

What kind of payment options do you offer?

We use PayPal Subscriptions exclusively. PayPal, a subsidiary of eBay, is the number one payment processor at this time (63+ million accounts) and offers a wide range of services that are very user friendly. We bill our clients on a monthly basis for \$49.95. Your first month is free. We do this so you'll have plenty of time to get your inventory uploaded and become accustomed to the administration tool.

Do I have to install any software to use VehicleHost?

Unlike some of our competitors, you will not have to install anything special on your computer to enter your inventory into your web site. Everything you do with your site is done through the web. This means you can maintain your dealership's inventory from anywhere at anytime.

Checklist

Here's a simple checklist of things you'll need to get started with VehicleHost.

- ✓ A computer with an internet connection. Obviously, if you're reading this document you've probably already got one.
- ✓ An email address for customers or VehicleHost to send messages to. PayPal also requires an email address to verify your account.
- ✓ A domain name for your VehicleHost web site. You don't have to pre-register the domain name, but you'll want to make sure you find one that hasn't already been taken before signing up with us. You can find out if its taken on sites like verisign.com or namesecure.com.
- ✓ A digital camera with at least 1 mega pixel resolution to take pictures of your inventory. You'll want to go ahead and take pictures of everything in your inventory before you sign up so you'll be ready to start.
- ✓ You'll want to create a spreadsheet or write down all the information about your current inventory. Having all this information next to you at your computer will make the initial upload of your inventory go much quicker.
- ✓ You don't have to have a PayPal account before you sign up for a VehicleHost web site, but it will make the process go quicker. VehicleHost uses this PayPal account on a monthly basis to collect payment for our services. Just go to PayPal.com and click on one of the "Sign Up" links. PayPal can pull money from a credit card or bank account of your choosing. Using a credit card is the quickest and easiest way to setup the account, though.