

SmartPillars offers an easy to use software tool and additional remote staff so businesses can easily reach thousands of buyers at a fraction of the cost.

By speeding up and simplifying the creation and publishing of online ads, our tools and outside people help dealers dramatically increase the number of published, quality and effectiveness of their online ads resulting in increased revenue. Furthermore, we provide insightful reports so you can respond quickly to changes in the market.

For more information:

1-877-932-4737

www.smartpillars.com

Benefits to SmartPillar Partners

- New, on-going revenue source
- Outside company that manages the software and outside service relieving you of building and managing this business
- White labeling to enhance your suite of products
- A wide selection of templates so your customers can use their own branding
- Expert customer service to insure each customer's success

Benefit to Car Dealers

- Access to top on-line ad sites including: Craigslist, Backpage, Googlebase, Oodle, AutoTrader, Vast and Cars.com.
- No upfront costs, easy maintenance. The tool takes minutes to install and does not require training. On average, ads are posted in 5 to 7 days from time of registration
- Accurate, consistent advertising 365 days a year, 7 days a week, 24 hours a day
- Reporting on price range, makes and models getting the most 'clicks', helping you make better selling decisions and fine tune pricing
- Wide selection of templates to simplify and expand the power of your branding/ads
- Automatic ad updates when your sales reps or car prices change
- Automatic removal of sold cars
- Ad scheduling based on price, make and model. You can select which cars are placed in specific markets and at what times
- Spam protection
- Merchandizing and keyword control to fine tune sales campaigns
- Expert staff providing outstanding, industry leading service if you need help
- Ability to develop an ad concept once and have it automatically revised and sent to multiple sites
- Lead automatically sent to CRM software to eliminate double data entry

Which Ad Sites Does SmartPillars Help You Post To?

- Craigslist
- Googbase
- Oodle
- Vast
- Backpage
- AutoTrader
- Cars.com

What are the Benefits of Using SmartPillars?

- Consistent advertising 365 days a year
- Accurate pricing and information on your ads. Your ads are changed automatically when you change prices, descriptions, photos or contact information
- Automatic removal of ads for sold vehicles insures compliance with your state's contract laws
- Reports to help you identify what works best in your market
- Daily monitoring for flagging and ghosting to help you take corrective action if required
- Control over your templates to protect your brand

How Does SmartPillars Speed Up And Simplify Ad Placement?

- Our software templates help your staff quickly and easily produce professional ads. This eliminates the need to build each ad manually and copy and paste before posting.
- You do not waste time placing ads by hand
- You save time by reducing human error
- We provide additional trained staff to manage your ads at affordable prices. Contract staff is available seven days a week, 24 hours a day, 365 days a year
- We pull daily feeds from your inventory to SmartPillars. This allows:
 - Automatic changes to ads as price, contact information or marketing messages change for any car to reflect accurate data on ads.
 - Automatic ad deletion when a car sells
- SmartPillars automatically distributes leads to your CRM software to eliminate double data entry
- One ad can go to multiple sites. You do not have to rebuild a new ad for each site

How Does SmartPillars Save Me Money?

- SmartPillars allow you to:
 - Post more ads at a lower cost by providing reliable telecommuting staff at a low rate
 - Save money on ad production
 - Spend less time finding your ads
 - Eliminate time spent deleting sold cars
 - Immediately respond if ads are flagged or ghosted

How Can SmartPillars Assist with Flagging or Ghosting of Ads?

To minimize flagging or ghosting, we comply with ad site posting rules. For example, we limit the number of ads posted daily and the frequency in which the same ad is posted. We provide the most comprehensive flagging and ghosting reporting available. You don't have to search and confirm the each ad is posted. We continuously work to update templates to reduce flagging. We also stay abreast of craigslist changes to reduce ghosting. For our Gold customers, your remote staff is notified by the software to re post flagged or ghosted ads after the first ghosting or flagging to provide better presence.

Can I Post a Car in Two Different Cities?

Posting the same car, at the same time, in two different cities violates the terms of use for ad sites. However, SmartPillars will distribute different ads daily between cities so you get coverage in both areas.

How Many Ads Can I Post Per Day?

You can post roughly 1/7th of your inventory daily. Limits vary depending on your specific market.

Can I See How Many Hits I Get On My Ads?

Yes, we provide a report showing how many times your ad was viewed.

Can Emails From the Consumer Go to My CRM System?

Yes, SmartPillars can forward an email in ADF XML as well as text format to your CRM software.

How Do You Get Access to My Inventory?

We work with all the major feed providers. We get data feeds from them and compose ads based on this information. We don't poll your DMS nor do we access any files on your computers.

How Often Do You Receive Inventory Feeds?

We get inventory feeds every night so changes to inventory will show up in your ads the following day.

Can I Make Changes Before the Daily Feed, For Example If a Car Sells?

Yes, you can make changes any time using the Smartpromote website.

How Are My Ads Created?

SmartPillars creates ads for you from the templates you choose when you sign up. We can also create simple text ads if you prefer. You can change templates at any time.

Can You Provide Landing Pages as I Need Them?

Yes, we can provide landing pages.

How Can I View Which Ads Are Active?

SmartPillars provides a report listing your active ads. You can click directly to your ad from this report.

Why is it Important to Comply with Ad site Terms of Use?

With some sites every time an ad is posted, some one must click an 'I accept' button, agreeing to the Terms of Use page. In it you agree to pay \$100 for each ad that is posted for your company outside the Terms of Use. If you are not compliant with the Terms of Use, your ads will be permanently blocked from the site. Lastly, the sites may sue you for non-compliance.

What Can SmartPillars Do That Non-Compliant Posters Can Not Do?

First, we help you comply with the site's Terms of Use. Second, with our software, you can also delete cars automatically when they are sold. Third, we provide ghosting and flagging reports. Fourth, our software allows you to change the content of your ads once they are posted. Fifth, we provide custom templates so you can use your organization's branding.

Can You Send My Ads to Autotrader?

Yes, if you have an account with them.

Can You Send My Ads to Cars.com?

Yes, if you have an account with them.

Can You Send My Ads to Reynolds?

Yes, if you have an account with them.

My Sales Rep Just Left. All My Ads Have His Name on them. How Do I Update Them?

Login into the Smartpromote webtop, click on the 'my profile' icon and change the contact name on the ads. All your ads will be automatically updated within a few hours.

I Changed Prices For Vehicles in my DMS. Do I Need to do Anything to Update my Ads?

No, your feed provider sends us new feeds of your inventory every night. As soon changes are detected, the ads are updated with the new information.

I Cannot Wait for Price Change to Occur the Next Day? What do I do?

Login into the Smartpromote webtop, go to 'adjust prices', update prices for all the cars that you want to change and then hit the 'Generate Ads' button at the top left of the page. Your ads will be updated with the new information.

My Car Sold and I Am Still Getting Calls. I Don't Want to Wait Until The Next Day to Delete the Ad. What do I Do?

Login into the Smartpromote webtop, go to 'manage inventory', select the cars that were sold by the stock Id and click 'remove ads'. The ads will be removed automatically.

How Can I Have Special Merchandizing Keywords Show up in my Ads?

Login into the Smartpromote webtop, go to 'adjust prices', type in your keywords in the 'adjectives' column. Each one should be separated by a comma. Then click 'generate ads'.

How Do I Change My Ad Templates?

You can choose templates from our selection. We can also build custom templates for you.

Do I Need to Install Any Software on My PC?

Yes, in order to comply with site rules, your ads have to be posted from your computer and network. You need to install our browser software on your PC. Installation takes five to seven minutes and is very easy.

To install the software: 1. Click on the link we send you via email 2. Click 'run' to install. Once installation is complete, the software will ask you to enter the login and password that we sent in the email. The login and password authorizes the browser to connect with us.

What Do I Need to Set Up At My Location?

You need a PC and an internet connection. You simply install our browser/application on your desktop and then just stay connected to the internet.

Will I Need a Separate Smart Pillars Account For Each of My Locations?

Yes, each of your locations will need an account and license.

Will Contract Staff Have Access to Data on Our PCs?

No, the contract staff only logs into the SmartPillars server which talks to the SmartPillars application on your PC. This does not allow SmartPillars to access any data on your PC.

If You Hire Staff for me, do They Have to Come to My Location to Post?

No, the technology we provide allows our staff to telecommute and still log into your PC or network. They connect to our server via the browser that you install on your computer.

Can the Staff you Hire for me Access Any Data on My PC or Network?

No, we have created a very secure double blind system where the staff does not access your data.

How Can I Create a Custom Title for a Specific Car?

Login into the Smartpromote webtop, go to 'adjust prices', add titles under 'titles' column then click 'generate ads'.

How do I Add a Logo or Map to My Ads?

Login into the Smartpromote webtop, click on 'logo and maps' icon, upload your logo and map.

What Operating Systems Do You Support?

Windows XP, Windows Vista, Windows 7, Linux and Windows 2000.

Will I Need To Open a Port in My Firewall?

Not in most cases. However, our support team will work with your IT staff to open a port if needed.

| SMART PILLARS | OTHER SERVICES | BENEFIT |
|--|---|--|
| Posting via dealer network | Posting via proxies | Posting via proxy servers is in violation of online site's 'terms of use'. Your ads can be blocked and you can be fined and/or sued. Posting via your dealer network is in compliance with terms of use. |
| Statistics showing which ads are getting the most clicks | No reporting | You can adjust your ads and campaigns depending on what gives you the best results |
| Policy based posting | No | Based on demographics or market analytics, dealers can create posting policies to get the best results. For example: All compact cars post in city A, all SUVs in city B, or all cars priced less than \$10k post first. |
| Customizable templates to help create ads | You must manually create ads, one by one, in text format only. You need to use HTML to customize ads. | You can add unique titles, links, colors or specific benefits to make your ads more noticeable and effective. Dealers can control their branding to serve their market demographics. |
| Ability to post ads in multiple cities | No | Posting the same car in two different cities at the same time violates the terms of use for ad sites. However, Smart Pillars will distribute different ads daily between cities so you can cover both areas. |
| Easy update of Ad details | To change ads you must redo the ad and repost it manually | Smart Pillars provides an easy to use dashboard so you can quickly update any details on an ad |
| Ability to create unique titles for each ad | No custom titles | You have the ability to use more compelling titles to attract more clicks. |
| Ability to use craigslist key words | No | Use of key words is help to attract more responses. |
| Ads for sold cars are automatically removed from ad sites when they are removed from inventory | No, each ad needs to be removed manually | It is important with respect to craigslist terms of use to have only relevant data. And, your sales staff doesn't waste time fielding calls for sold cars. |
| Phone verification done by dealer | Must buy PVAs that are likely to get banned... | Since Cargigi doesn't have software using a dealer's IP, they have to purchase phone verified accounts for dealers. Craigslist ties up phone number with IP address. Hence when proxies get banned, cargigi has to buy new phone verified account. |
| Monitoring and reporting showing if your ads have been flagged or ghosted | No alert when an ad has been flagged | You can make changes to your ads as needed to stay in front of your market. |
| Dashboard with a consolidated view of active and deleted ads | No dashboard | You save time not having to search for each ad on each site. Accurate ads also keep you in compliance with ad sites. |
| Knowledgeable phone support available | No customer service | If you need help developing ads or questions about the service, you can talk to a person for assistance |