

PriceNow powered by CarNow

Tailored digital solutions built to help dealers sell more cars



FEATURES

Customizable Entry Point

Flexible barrier form and options to generate quality leads that convert to higher closing ratio.

Live Conversations with Your Consumers

BuyNow is the first ever live assisted automotive digital retail platform. Your customers can get their questions answered and negotiate in real-time by your in-store team. You also have the option to reach out to a customer pro-actively during their experience to offer support or guide them through the steps.

Real Time Deal Notifications Dashboard Icons

CarNow's back end dashboard allows dealers to see customers actions and changes in real time. This gives you full visibility on the consumer you are communicating with and better intel for negotiation.

Mobile and Desktop Alerts

Know exactly when and where a customer is in a deal creation process, BuyNow can send alerts based on specific actions customers take within the BuyNow platform allowing for the team to know how customers are interacting with the software.

Custom Notifications by Department

Bring your experts in at exactly the right time, BuyNow can tailor specific deal notifications around the people and process that you know work for your customers. EXAMPLE: Customer sends in a trade – BuyNow can alert your Used Car Sales Manager to jump into a deal and let the customer know how much they want that trade.

First Pencil Desking Capability

Set more appointments with our first pencil desking option. We leverage our proprietary payment engine that takes into account all the parameters the client provided us upon set-up, so payments show just as you the dealer wants them to be shown. Deeper inside of our platform, you can actually negotiate and work a strong first pencil and send to customer.

Schedule Delivery / Pick-Up

Schedule an in-store appointment or select from delivery options indicated by the retailer.

Regional & National Incentives

Using COX Rebates and Incentives, BuyNow captures All OEM incentives and rebates for your customers. These rebates and incentives are customizable and can be automated to display real-time pricing logic without the need for intervention. Available offers include generic and conditional rebates with full stackability logic.

Configurable Customer Workflow

We are not a plug & play solution - create almost any type of workflow based on individual goals that allows for flexibility to your process.

Trade Integration

BuyNow's integration with TradePending and KBB.com makes valuing a vehicle easy and reliable. TradePending uses live market data and dealership investment estimates, yielding values that are more accurate than traditional books. Additional market factors are shared with the consumer, thereby building transparency and confidence in the trade number.

F&I Product Integration

Display F&I packages to customers early to give customers the confidence to purchase, resulting in higher PNVR.

Pre-Qualification Option

By utilizing our 700Credit Integration, BuyNow gives your customers the ability to determine their credit and the applicable rate without providing SSN or DOB. Pre-qualification can be provided through our BuyNow partnership with 700 Credit or integrated with your current credit provider.



Personalized Experience

- CN** Powered to connect, transact, & assist through real-time conversations
- CN** Engineered to customize and tailor solutions to meet transactional goals
- CN** Designed to elevate sales & profitability for every department

Next-Gen Technology Architecture

Unlimited extensibility on new content and process flows for ultra-fast technology development.

Superior Customer Experience

Best-in-class service provided not just to the customer, but to your entire dealership staff. Ongoing support and training ensures successful product use.

Seamless 360° Solution

Utilizing BuyNow, along with CarNow's visual sales Messenger, will ensure that your customer receives white-glove concierge service throughout the entire research & buying process.

Leadership Team

Designed for dealers, by dealers. Proven executives with track record of partnering to create industry-leading solutions customized to your business

INTEGRATIONS NOW AVAILABLE



Facebook Marketplace



Facebook Messenger



Google My Business



Google Events & Goals Tracking



Apple Business Chat

OUR INDUSTRY PARTNERS

TRADEPENDING

vistadash

700Credit

Dealertrack

vAuto
LIVE MARKET VIEW



RouteOne

HOMENET
AUTOMOTIVE

F&I Express

DealerSocket

Google Adwords