

# set up your digital showroom

Upload your own pictures and videos, highlight what differentiates your dealership, and link to your social media.

## What makes your dealership special?

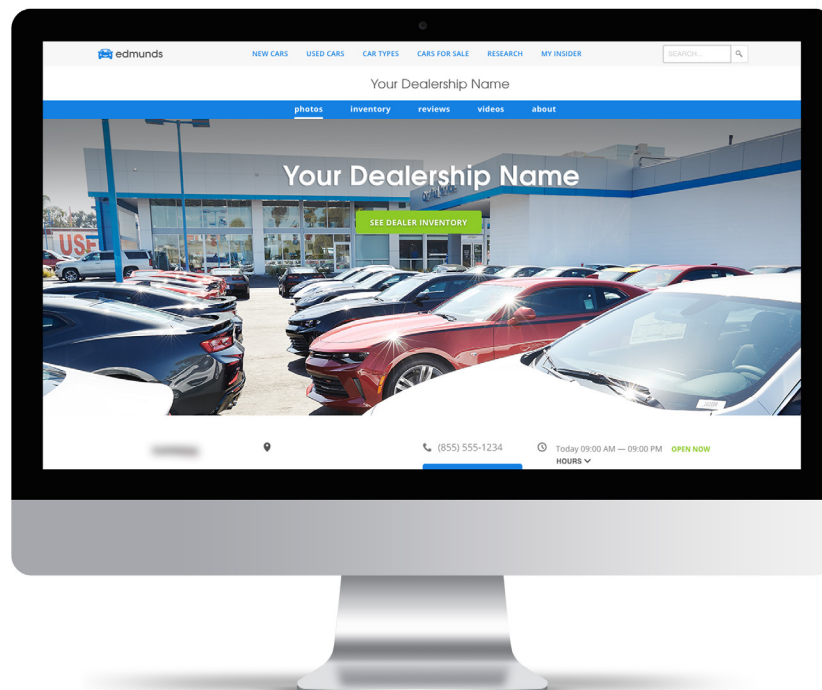
List features, awards or community involvement to show what customers love about your dealership.

## Details matter

Select your amenities and languages spoken. List the features that set your store apart from competitors.

How? Access the Digital Showroom at [dealerportal.edmunds.com](https://dealerportal.edmunds.com) and log-in with your credentials (same as Dealer Pricing Tool).

- Forgot password? Click on “My password isn’t working”
- Having trouble or need to create a login? Click on “Get Help”



More information on following pages.

Need help? We're here for you

**855-EDMUNDS** | [dealersupport@edmunds.com](mailto:dealersupport@edmunds.com)

# Best Practices

The 6 “fields” that you can complete are:

## Photos

**Highlight your dealership, showcase your facilities, and feature your staff.**

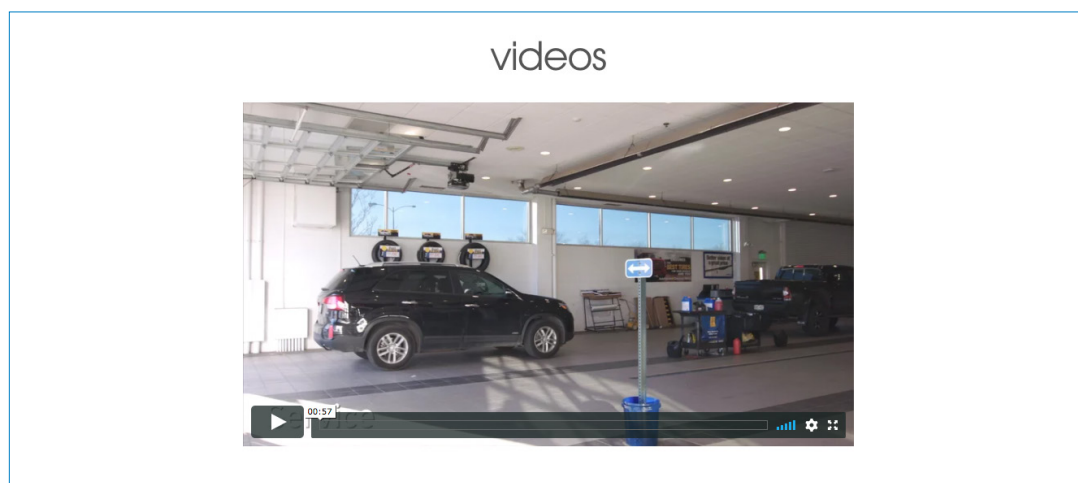
Photos will be displayed prominently in a full width carousel.

- Please ensure images are a minimum of 1080 x 472 pixels. The tool will alert you if the images are undersized.
- **Portrait format is recommended.** The carousel is 16:7 at widest, so panorama images also look great.
- Photos that customers like to see: the outside of the dealership, lobby, waiting area, sales lots, service entrance and service bays, parts department, happy customers, etc.
- Do not insert your logo — there is a dedicated section for this.
- You can rearrange the order of your photos, and also tag and caption them.

## Videos

**Drive more traffic to your YouTube videos that feature your staff and dealership.**

- This page is optimized for YouTube links, but will also support links from Vimeo, Facebook, and your dealer website.
  - *Non-YouTube links are accepted* but they won't display on the page. The customer will be redirected to the link.
- **Linked videos only.** Currently the page does not support uploading video files such as MP4. We can link to it as long as you have it uploaded to YouTube, Vimeo, Facebook or your dealer page.



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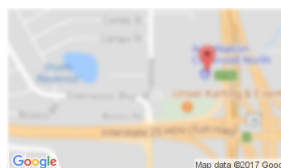
## about our dealership

At Your Dealership Name, shop online and reserve a vehicle for up to 48 hours with Your Dealership Name Express. Buy with peace of mind because every pre-owned vehicle we sell has a 3-day return policy.

### what sets us apart

- ★ Our pre-owned vehicles are priced just right. So, there is no pressure. Every 1 Price Pre-Owned Vehicle is backed by a 5-day, 250-mile Money-Back Guarantee and a CARFAX™ Vehicle History Report.
- ★ We offer a wide range of finance or lease programs with a menu that makes financing with us clear & simple.
- ★ Our Quality Certified Pre-Owned Vehicles are one, no-haggle price and backed by a Limited Warranty. We even give them the once over in 125 different places, so all you need to do is drive. Now that's vehicle coverage you can count on.
- ★ Get a free certified offer and turn your car into cash today. Your offer is guaranteed for 7 days or 500 miles at any of our locations. And we will buy your car even if you don't buy a vehicle from us.

Follow us:   



## Features

**Promote your showroom and your staff. Include everything from languages spoken to free wifi.**

- **Add spoken languages.** Click the '+ADD' button to see all languages, or begin typing and it will pop up.
- **Add amenities.** Click the checkbox for pre-selected amenities your dealership offers.
- Add up to 5 distinguishing features of your dealership to be displayed in the "What Sets Us Apart" section of the page. There's a limit of 250 characters per feature, and includes the following categories: Unique Amenity | Award | Community Involvement | Pricing/Service Commitment to choose from.

## About

**Tell Edmunds shoppers why they should buy from you!**

The 'About Us' section allows for up to 1000 characters. Provide customers a short description of your dealership and why customers should buy from you.

## Logo

- Only one logo can be uploaded here, and it will display in your dealer details banner. It must be at least 130x130 pixels.

## Links

**Drive more traffic to your social media pages**

- Connect users to your social accounts: Facebook, Instagram, Twitter, YouTube and Google+.

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