CAR DEALERS · US, UAE, EUROPE

Dealer CRM

Leads, stock, the deal desk, finance, the service workshop and the back office in one place.

WHO IT'S FOR New and used car dealers, from one showroom to a ten-branch group, who want every lead followed up and every car's real margin clear.

VIN
type it and the make, model, year and engine fill in

10
marketplace feed formats, from Cars.com to AutoScout24 and Dubizzle

US · UAE · EU
country packs for tax, documents and languages

WHAT IT DOES

—Stock that pays

- **Inventory** — new, used, certified and consigned cars; VIN decode, photos, branches, transfers, inspections.
- **True margin** — purchase price plus reconditioning, transport and other costs; days in stock and pricing advice.
- **Appraisals and trade-ins** — 40-point checklist, comparables and offer; a manager approves, one click buys it into stock.

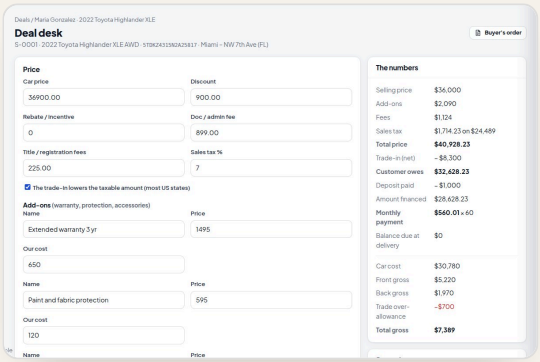
—Leads to delivery

- **Leads and test drives** — what each buyer wants, matching cars; allocation rules, QR codes; no double-booked drives.
- **Deal desk** — tax by branch, fees, add-ons, trade-in and payoff, APR and term, front and back gross.
- **Finance and delivery** — loan, lease, PCP and Murabaha calculators; hand-off to the lender's portal; on-screen signature.

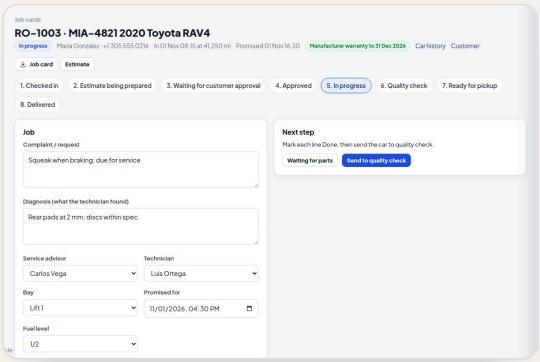
—Service and back office

- **Service & workshop** — bookings, job cards, estimates approved on the phone, invoices, reminders, recalls, warranty.
- **Parts and back office** — parts stock for job cards; accounting with QuickBooks and Xero files; staff and payroll.
- **Customer portal and groups** — customers see deals, documents and service (Pro); one login across dealerships (Pro).

INSIDE THE APP



The deal desk: tax, fees, trade-in, payment and gross



A service job card: work, parts and the customer's approval

Works with

Only connections that exist in the app today; "being set up" ones are switched on as soon as they are approved.

SUITE APPS

Dialer
click-to-call; calls and notes come back to the lead or deal

Sales Incentives
delivered deals and closed service jobs count

Suite hub
one sign-in and rights per module

OUTSIDE SYSTEMS

Car marketplaces
a private feed each: Cars.com, Autotrader, CarGurus, AutoScout24, mobile.de, Dubizzle, DubiCars

NHTSA
free VIN decoding and US recalls

Lender portals
send the finance application; record the decision

Mailbox, WhatsApp, SMS, calendar
SMTP and IMAP; Connect WhatsApp; SMS by Telnyx; Google Calendar

DEVELOPER AND DATA TOOLS

REST API and webhooks
API keys (Pro); outgoing webhooks (Growth)

CSV, XML and JSON feeds
for any website or tool

CSV and Excel import
cars matched by VIN; leads, contacts and companies

Start your 14-day free trial at dealer-crm.thecodesmith.tech

Every feature open during the trial.

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