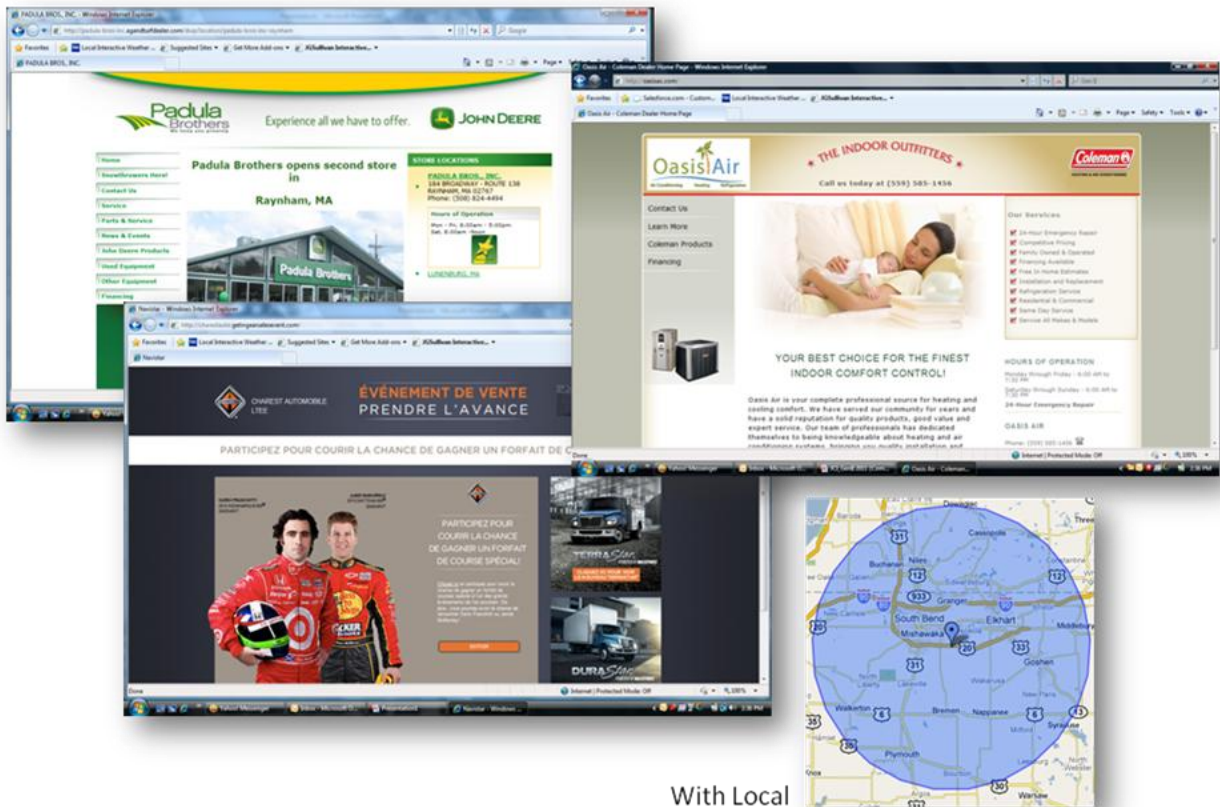




**JGSULLIVAN INTERACTIVE, INC.**  
1600 Golf Rd., Suite 1200 • Rolling Meadows, IL 60008  
Phone: 312.943.1600 • eFax: 773.439.2130

## Dealer Website & Landing Page Feature & Benefit Overview:



With Local  
Search & SEO

Many manufacturer brands are following a "lesser of two evils" strategy when managing their dealer locators, or developing PPC landing pages for their dealers.

On one hand, if they link directly to their dealers' websites, they risk a poor experience that damages their brand. Examples of this are competitor brands showing up, competitor promotions, poor quality graphics and navigation, and out-dated products and promotions.

On the other hand, if they don't link to their dealers' websites, they get an earful from dealers who want them linked, and they hear from consumers that would rather click through, and not have to stop and pick up the phone.




Either path is a compromise. How can you create a win-win scenario?

**JGSullivan's dealer website platform is the answer.** We have pioneered an approach since 1996 with clients in the home appliance, furniture, trucking, HVAC and outdoor power equipment industries.

It allows you to lock down your brand, product specifications and manage promotions while providing dealers the ability to promote their business locally. It also allows you to provide a brand-friendly landing page to link from PPC campaigns, or your own brand websites' dealer locator.

Examples shown: Product spec page on dealer websites

Crosley Heat/Cool Air Conditioners Print This Page  
 Model CAHE12ERR



[View Larger](#)

### FEATURES

- 11,800/11,500 BTU (Cool) and 11,000/8,500 BTU (Heat)
- Approximate Cool area 640 sq. ft.
- Low voltage start-up
- Auto Temp (Cool) function
- Sleep Mode
- Filter Check
- 24 hour on/off timer
- Remote control full function with Heat
- Temperature sensing remote control with thermostat

### AVAILABLE COLORS

- White

### PRODUCT DIMENSIONS

- Cabinet Height (inches): 15.38
- Cabinet Width (inches): 22.63
- Cabinet Depth w/front (inches): 23.3
- Window Height Min. (inches): 16.25
- Window Width Min./Max. (inches): 26.88/36

### OUR SERVICES


- Family Owned & Operated
- Financing Available
- New Appliances
- Same Day Service
- Service After the Sale

### HOURS OF OPERATION

Monday-Friday 9am-5pm  
Saturday 9am-12:30pm

### COATS FURNITURE

Phone: (918) 256-6612  
142 S Wilson St  
Vinita, OK 74301



The features in this platform are commonly found in the price point of \$800 - \$1,200/year, but are offered by JGSullivan for a fraction of that amount with volume discounts and annual commitments.


## ...S THAT FIT YOUR IDEAL ... AND SAVINGS

**...man® Heating and Cooling**  
 ... of products to deliver years of trouble-free service -- and deliver hundreds of dollars in energy savings.

**Echelon™, LX and Comforteer™ Packaged Systems--Rugged Coleman® lines you can count on**

### Our Services

- 24-Hour Emerge
- Competitive Pric
- Duct Work Clean
- Family Owned &
- Financing Availa
- Free In Home Es
- NATE Certified T
- Refrigeration Se
- Residential & Co
- Service After the



**Echelon™**

Echelon products employ reliable technologies -- such as high-grade, aluminized heat exchangers and inshot burners -- to lead the way in performance. When you want maximum energy savings and years of trouble-free comfort, Echelon technology is an investment you'll feel good about.

**Heating and cooling units:**

- Heat pump models (Up to 16 SEER)
- Gas/electric models (Up to 16.5 SEER)
- Electric/electric models (Up to 15 SEER)


### HOURS OF OPER

Mon - Sat 8:00AM to  
Sunday 12noon - 6

[Get Directions](#)

**TIMO'S AC & HEA**

Toll Free: (618) 456-3  
275 Sample RD 1850  
West Sample, WV 33





## Website Platform Features

Platform features are listed in the table below. All features marked with an “X” are included in the base set-up cost and annual licensing & hosting fee.

**X** = Included in the base setup and licensing fee

**Optional** = additional feature

System Requirements – Application Structure	Included in the base set-up
Hosted & Licensed by JGSullivan Interactive	X
Open interfaces to get data in/out	X
Cross-platform, Mac or PC	X
Integrate with 3rd party partners	Optional
<b>Location &amp; Branding</b>	
Two design themes for dealers to choose from	X
Consumer access via unique URL	X
Individual dealer domain registration and renewal	Optional
Site language setting (EN or FR)	X
Ability for unlimited CSS variations to vary look/feel for dealers	X
<b>Manufacturer Brand Digital Assets</b>	
Design themes conform to manufacturer brand rules	X
Bulk image upload into all dealers’ image library	X
Five “click to add” URL links for manufacturer apps	X
Ability to load manufacturer product spec data	X
Link to manufacturer brand guidelines	X
<b>Search Engine Optimization (SEO)</b>	
Meta Data Page Title for SEO	X
Meta Data Page Descriptions for SEO	X
Intro to SEO included in dealer webinar training series	X
Dedicated dealer SEO monthly packages available	Optional
<b>Page Management</b>	
Preview page before publishing	X
Easy Content Management to add text, images, etc.	X
Publish on future date	X
Draft/Scheduled/Published/Archived page status	X
Create new and edit existing pages at any time	X
News and Events pages	X
Drag and drop navigation management	X
Page admin sorting by Title/Status/Publish Date/ Last Date Modified	X
Dealer Asset Library (dealer upload / name/ delete)	X
<b>Dealer Management</b>	
Manage multiple locations under one dealership umbrella	X
Ability to add new store locations	X
One click removal of old store locations	X
Ability to manage each store location site separately	X



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Ability to publish pages to any store location	X
Renewal date management	X
Contact Us Page and Form automatically email leads to store manager	X
<b>Website Administration</b>	
Ten ½ hour webinar training programs for dealer content administrator & SEO training	X
Google Analytics setup and usage reports	X
Administrator groups to restrict/grant access	X
Multiple dealer levels available	X
Dealer Password Reset by email	X

Example shown: Dealer Administration – Create a Page with SEO / Content Management

Website URL: <http://middletowntractorsales.agandurfdealer.com/dwp/location/middletown-tractor-sales-fairmont>

\*Name:

\*Address Line 1:

Address Line 2:

\*City:

\*State/Province:

\*ZIP:

Phone:

Toll-Free:


FAX:

\*Homepage Content:  
 Use this space to talk about your store and what makes you unique. Use the tree icon to insert images.

B I [List Icons] Heading 1 Font Family [Icons] HTML

[Rich Text Editor Icons]

**Family Sub-Compact Tractors: 0% APR for 60 months AND \$1,500 off with the purchase of 2 John Deere or Frontier implements\***



Status: Published


[Update Site](#)

Meta Data Page Title:

Meta Data Description:

[Preview](#)

Sample Homepage:



Homepage Content



## Dealer Website Platform Volume Rates & Options

# Call For Current Pricing

Guaranteed Site Volume	One time Set-up	Per Dealer (billed to manufacturer)	Per Dealer (billed to dealer or distributor)	Notes:
No Guarantee				
Minimum 100 dealers				
Minimum 100 dealers				
101-250 dealers				
251-500 dealers				
501-1,000 dealers				
1,001 – 1,500 dealers				
1,501 – 2,000 dealers				
2,001 – 2,500 dealers				
2,501 – 3,000 dealers				
3,001 – 3,500 dealers				
3,501 – 4,000 dealers				
4,001+ dealers				

### General Terms and Conditions:

Estimated costs are based on the JGSullivan Interactive project description as specified in this document and valid through 2014. Any project components that are not expressly defined in this document are not assumed to be included in estimated costs. One time setup charges invoiced at project development kickoff. Client approved travel if needed is invoiced at cost (pass through). Invoicing sent monthly as progress billing over the duration of the project. This document may be revised through the mutual agreement of JGSullivan Interactive and Client prior to acceptance. Should any changes in project scope occur, the estimated costs will be adjusted accordingly. Terms and conditions governing payment, invoicing and delivery will be subject to the guidelines set forth in the current master service agreement, or as agreed to by Client and JGSullivan.