



Dealership Genius

Essential · Pro · Max

Monthly per store	Essential	Pro	Max
Price	\$395	\$595	\$695
Included users	5	Unlimited	Unlimited
Additional users	\$29/user/month	No seat charges	No seat charges
Knowledge and answers	Included	Included	Included
Pro training and store tools	—	Included	Included
Weekly Ad Check	Included	Included	Included
Compensation library + checks	Included*	Included*	Included*
Talk	\$99/month add-on	Included	Included
DG Elevate™	\$295/month add-on	\$295/month add-on	Included

Knowledge & answers

Ask Dealership Genius, reasoning and next steps, dealership definitions, Playbook, Vault, role fast tracks, objectives, staff invitations, mobile access and answer sharing.

Pro & Max store tools

Action plans, manager meetings, lessons, quizzes, certificates, assignments, Activities, department views, private store documents, vendor intelligence, resource follow-up, monthly reports and store profiles.



DG Elevate™ practices — BETA

The retail automotive industry's most advanced, interactive, fully conversational role-play solution for sales, Internet, BDC and service professionals. Practice customer conversations, receive coaching, repeat toward mastery, and follow manager-assigned scenarios. DG Elevate™ is still in beta. Features and coaching may change; verify generated guidance independently. \$295/month add-on or included with Max. Extra 100 verbal practices: \$29 one-time, plus applicable tax; unused purchased practices carry forward with active trainer access. Included allowance is displayed in your account. Free beta enrollment does not automatically activate paid voice or change your existing plan. Typed practice remains available.

Group & individual

5+ stores: 10% off; 15+: 15%; 30+: 25%. Discounts apply to store plans, not extra users or DG Elevate™ add-ons. Group activation arranged with our team. Individual rates remain \$59 / \$79 / \$149 for non-manager / manager / executive; role permissions apply.

Existing subscribers

Your original monthly signup rate is protected while active. Max is optional. Grandfathered \$395 Pro + \$295 DG Elevate™ = \$690; Max \$695 is \$5 more. New \$595 Pro + DG Elevate™ = \$890; Max saves \$195/month.

* Compensation access restricted to authorized leaders. 7-day dealership trial; 5-day individual trial. Prices USD.

www.dealershipgenius.ai/pricing

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