

**Mitchell 1 SocialCRM Competitive Comparison
2015**

	Mitchell1	Demandforce	Auto Vitals	MotoRev	Lighthouse 360
Emails:					
OEM Emails	✓	✓	✓	✓	✓
OEM Postcards	✓	✓	✓	✓	N/A
Thank You Emails	✓	✓	✓	✓	✓
Unlimited Email Blast Option	✓	✓	✓	✓	N/A
Email Matching Service:					
Free Startup Emails	✓	N/A	N/A	N/A	N/A
Free Ongoing Emails	✓	N/A	N/A	N/A	N/A
Additional Emails:					
Early Appointment Reminder Emails	✓	✓	N/A	✓	✓
Same Day Appointment Reminder Emails	✓	✓	N/A	N/A	✓
State Inspection Emails	✓	✓	N/A	N/A	N/A
Shop Management Recommendation Emails	✓	✓	✓	N/A	✓
OEM Timing Belts Replacement	✓	N/A	N/A	N/A	N/A
Social Media:					
Consumer Reviews	✓	✓	✓	✓	✓
Consumer Reviews Phone Calls	✓	N/A	N/A	N/A	N/A
ReScore option	✓	N/A	N/A	N/A	N/A
Consumer Review Low Score Diagnostics	✓	N/A	N/A	N/A	N/A
Facebook Page Creation	✓	✓	✓	✓	✓
Reviews on Facebook	✓	✓	✓	✓	✓
Review Syndication	✓	✓	N/A	N/A	N/A
Optimized Business Review Page	✓	✓	N/A	N/A	N/A
Weekly Facebook Page Content Push	✓	✓	✓	✓	N/A
Vehicle Maintenance Website for Consumer:					
Service History	✓	N/A	✓	✓	N/A
OEM Maintenance Schedule	✓	N/A	TSBs and Recalls Only	✓	
Appointment Request	✓	N/A	✓	✓	N/A
Automotive News and Articles	✓	N/A	N/A	✓	N/A
Coupons and Specials	✓	N/A	✓	✓	N/A
Reporting:					
Emailed Reports -Weekly or Monthly	✓	Monthly Only	Monthly Only	N/A	N/A

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Monthly Sales Projection (KPI)	✓	N/A	N/A	N/A	N/A
YTD and MTD Comparisons Year over Year	✓	N/A	N/A	N/A	N/A
Industry Benchmark Reports	✓	N/A	N/A	N/A	N/A
Response Analysis	✓	✓	✓	✓	N/A
Communications Sent Reports	✓	✓	✓	✓	N/A
Shop Management Integration & Dashboard:					
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Real-Time Review Notifications	✓	N/A	N/A	N/A	N/A
One-Click Consumer Communications Details	✓	N/A	N/A	N/A	N/A
One-Click Vehicle Specific Sales Graph	✓	N/A	N/A	N/A	N/A
One-Click Interactive Results Dashboard	✓	N/A	N/A	N/A	N/A
Text Message Services:					
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Appointment Reminders	See Propack	✓	N/A	N/A	✓
OEM Reminders	N/A	✓	N/A	N/A	✓
Website Services:					
	Mitchell1	Demandforce	Auto Vitals	MotoRev	Lighthouse 360
Template Website	✓	N/A	✓	✓	✓
Social Media backlinks	✓	N/A	✓	✓	✓
Appointment Request	✓	N/A	✓	✓	✓
Testimonial Page	✓	N/A	✓	✓	N/A
Support and Pricing:					
	Mitchell1	Demandforce	Auto Vitals	MotoRev	Lighthouse 360
Price**:	\$199	\$299 and up	\$250 and up	\$249	\$200
Dedicated Support Agent	✓	N/A	N/A	N/A	N/A
Outbound Support Calls	✓	N/A	N/A	N/A	N/A
No Hidden Fee's	✓	N/A	N/A	N/A	N/A
Annual Contract	Yes	Yes	No	Yes	No
Add'l Cost	Postcards, Websites	Postcards; SetupFee; \$1 per email; FB App Install Fee	Mobile Inspection Tool	Postcards; Websites	Postcards; Websites
**Subject to Promotional Pricing	Yes	Yes	Yes	Yes	Yes
More:					
	Mitchell1	Demandforce	Auto Vitals	MotoRev	Lighthouse 360
Propack	✓	N/A	N/A	N/A	✓
Mobile Shop Management with Inspection Application	✓	N/A	N/A	N/A	N/A
Welcome Station Kiosk	✓	N/A	N/A	N/A	✓
Online Calendar	N/A	✓	N/A	✓	N/A