I just want to remind everyone about what we spoke of last week, that our website involves **three very separate** functions which do not interact with each other except by using the same dealer database.

**The first function** as was mentioned involves that function whereby dealers can list a vehicle they need right now. They list it and it appears on a list that all of the other dealers can pull up and look at. We might have a lot of vehicles on that list that dealers are urgently looking for.

* We might call this our SEARCH function.
* Dealers are only able to search for two vehicles at a time.
* If a vehicle is found the dealer will be able to mark the listing with a banner showing ‘found’. They can then list another vehicle on the site to replace it.
* A vehicle that is ‘found’ stays on the site, for other dealers to see, for 7 days. (It shows that the site is working).

**The second function** as was mentioned involves that function whereby dealers can list a vehicle they need to get rid of, and that they are willing to sell or trade wholesale. They list it and it appears on a list that all of the other dealers can pull up and look at. We might have a lot of vehicles on that list that dealers are urgently looking for.

* We might call this our WHOLESALE TRADE function.
* Dealers are only able to list two vehicles for sale at a time.
* If a vehicle is sold the dealer will be able to mark the listing with a banner showing ‘sold’. They can then list another vehicle on the site to replace it.
* A vehicle that is ‘found’ stays on the site, for other dealers to see, for 7 days. (It shows that the site is working).

**The third function** as was mentioned involves that function whereby dealers can list a vehicle they have a customer for, but for some reason they do not want to buy it from another dealer and resell it. Instead, they are willing to refer the customer to another dealer for a referral fee. This would entail a separate list of vehicles that would stay on the list for 7 days.

* We might call this our REFERRALS function.
* Dealers can list as many vehicles here as they want. The listing stays for 7 days and there are no ‘banners’ to show a referral was made.

There is a **fourth function** to our website that we are not wanting to address right now. It would allow retail customers to list a vehicle they are looking for and have dealers respond with what they have. (This is different from anything that is out there right now where those customers have to search for themselves for specific vehicles. It will change the way in which people find vehicles.)

* We need to keep away from this idea until the website is being used by dealers and is accepted by dealers as a method to do business.
* We then approach the Teamsters Union (1.5 million members) or another, with the idea that their members can search for vehicles for free.
* Our overall fee structure for dealers is $119 per month, paid on an annual basis, however if dealers now want to use this ‘retail’ function they will need to pay us an extra $100 per month.
* Then, we then begin charging a minimal fee of $19.95 per month and open it to the general public by advertising its existence through social media.
* The purpose of a nominal fee to retail customers is to prevent such issues as young kids listing dozens of vehicles such as Mustangs and Corvettes just to see how much they would have to pay.
* The potential for this retail function is enormous. It could change the way that consumers buy new and used vehicles. By posting what they are looking for dealers then reach out to them, instead of how it is right now where the consumer reaches out to different dealers with hopes of finding what they want.
* It is important however, that we focus on those first three functions first by providing a service to dealers on a wholesale level, and then when that is working we move into the are of selling vehicles retail.