SACRAMENTO AUTOMOTIVE DEALERSHIP DIRECTORY

# Dealer Signup Form

Complete one form per dealership location. Print clearly in blue or black ink, tick each box that applies, and attach copies of the documents listed in Part A. Return the signed form by mail, in person, or as a scan by email to the Return To address below.

**Return To**

| | |
|---|---|
| **Attention / department** | |
| **Organization** | |
| **Street address or P.O. box** | |
| **City, state, ZIP** | |
| **Email for scanned forms** | |

Review takes 3 to 5 business days after a complete form is received. Section numbers refer to the Sacramento Automotive Dealership Directory Rulebook.

## Part A. Business Verification

| | |
|---|---|
| **Legal business name** | |
| **DBA (if any)** | |
| **Dealer license number** | |
| **Licensing state** | |
| **License expiration date** | _____ / _____ / _____ |
| **Business tax ID (EIN)** | |
| **Surety bond required in your state?** | ☐ Yes ☐ No ☐ Not sure |

| | |
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| **Bond company and bond number** | |

**Documents attached**

| | |
|---|---|
| ☐ | Copy of dealer license (PDF or photo) |
| ☐ | Proof of physical location (utility bill, lease, or photo of lot or showroom) |
| ☐ | Surety bond certificate (if required) |

## Part B. Contact and Account Setup

| | |
|---|---|
| **Account Owner name** | |
| **Account Owner title** | |
| **Account Owner email** | |
| **Account Owner phone** | |
| **Main business phone** | |
| **Main business email** | |
| **Website URL** | |

**Social media links (optional; official dealership accounts only)**

| | |
|---|---|
| **Facebook** | |
| **Instagram** | |
| **LinkedIn** | |
| **X** | |

| | |
|---|---|
| **YouTube** | |
| **TikTok** | |
| **WhatsApp** | |
| **Snapchat** | |
| **Pinterest** | |

**Additional users (each person gets their own login)**

| Name | Email | Role |
|---|---|---|
| | | |
| | | |
| | | |
| | | |

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| ☐ | I will turn on two-factor login for every user on this account. |

## Part C. Listing Details

| | |
|---|---|
| **Street address** | |
| **City** | |
| **State** | |
| **ZIP code** | |
| **Sales hours** | |

| | |
|---|---|
| **Service hours (if different)** | |
| **Dealer type** | ☐ New ☐ Used ☐ New and used |
| **Location type** | ☐ Lot or showroom ☐ Online only ☐ By appointment |
| **Brands carried or specialties** | |
| **Languages spoken** | |
| **Business description (150 words max, no unproven claims)** | |

**Services offered**

| | |
|---|---|
| ☐ | Financing |
| ☐ | Trade-ins |
| ☐ | Service center |
| ☐ | Parts |
| ☐ | Home delivery |
| ☐ | Other: _____ |

## Part D. Photos and Media

| | |
|---|---|
| ☐ | At least one real photo of the location is attached (stock images cannot be the main photo). |
| ☐ | Our logo is attached, and we own it or have permission to use it. |
| ☐ | Optional: staff photos or a showroom video are attached. |

## Part E. Pricing and Advertising Compliance

| | |
|---|---|
| **Doc fee amount** | |
| **Prep or reconditioning fee** | |
| **Required add-ons and their prices** | |
| **Financing disclosures link (if you advertise financing)** | |

| | |
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| ☐ | Every special offer we advertise will show an expiration date. |

## Part F. Agreements

Tick each box to confirm you have read and agree.

| | |
|---|---|
| ☐ | I agree to the Directory Rules and Listing Policy (Sections 1 to 9). |
| ☐ | I agree to the Behavior Management standards and Trusted Dealer badge rules (Sections 10 and 11). |
| ☐ | I acknowledge the Reporting, Enforcement, and Appeals process (Sections 12 and 13). |
| ☐ | I accept the Privacy and Shopper Data terms (Section 9). |
| ☐ | I confirm all information on this form matches our dealer license and is accurate. |

| | |
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| **Listing tier** | ☐ Free ☐ Paid placement (choose in Part I, page 7) |

## Part G. Authorized Signature

| | |
|---|---|
| **Authorized signer name** | |
| **Title** | |

| | |
|---|---|
| **Signature (type full name)** | |
| **Date** | _____ / _____ / _____ |

## Part H. For Directory Use Only

Completed by directory staff.

| | |
|---|---|
| **Date received** | _____ / _____ / _____ |
| **Reviewed by** | |
| **Application status** | ☐ Approved ☐ Needs more information ☐ Declined |
| **Listing live date** | _____ / _____ / _____ |
| **12-month reconfirmation date** | _____ / _____ / _____ |

| | |
|---|---|
| ☐ | License verified against state records |
| ☐ | Location verified |
| ☐ | All information matches the dealer license |

## Part I. Advertising Selection (optional)

Basic listings are free. Tick any paid placement you want. You pay the launch rate where one is shown; annual prices use that rate. All prices are flat monthly fees with no per-lead charges, and you can cancel any month. Annual plans include two months free.

| | Placement | Full price | Launch rate* | Annual (you pay) |
|---|---|---|---|---|
| ☐ | Basic listing with social channels connected (free) | Free | Free | Free |
| ☐ | Featured listing | $44/mo | $44/mo | $440/yr |
| ☐ | Page sponsor (Dealers, Lenders or Insurance page; one per page) | $134/mo | $134/mo | $1,340/yr |
| ☐ | Homepage tile (slots 4 to 6) | $157/mo | **$102/mo** | $1,020/yr |
| ☐ | Homepage half banner (slots 2 and 3) | $247/mo | **$160/mo** | $1,600/yr |
| ☐ | Leaderboard, top (slot 1) | $450/mo | **$292/mo** | $2,920/yr |
| ☐ | Leaderboard, middle (slot 7) | $270/mo | **$175/mo** | $1,750/yr |
| ☐ | Leaderboard, bottom (slot 8) | $225/mo | **$146/mo** | $1,460/yr |
| ☐ | Premier bundle: top leaderboard + page sponsor + Featured listing | $549/mo | **$469/mo** | $4,690/yr |

| | |
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| **Billing** | ☐ Monthly ☐ Annual |
| **Preferred start date** | _____ / _____ / _____ |

* Launch rate: banner placements (tile, half banner, leaderboards and Premier bundle) are 35% off full price until the directory reaches 5,000 verified monthly visitors, then 15% off up to 15,000. If you sign up at a launch rate, you keep it for your first 6 paid months. After that, the rate for the current traffic level applies, with 30 days' notice.

**Free social channels:** your official Facebook, Instagram, LinkedIn, X, YouTube, TikTok and Pinterest links are connected free. If no paid placement starts within 60 days of your listing going live, the icons turn gray and stop linking until a paid placement starts.

Listing and sponsor prices are locked for 12 months for advertisers who sign up during the launch period. Paid placements are labeled Sponsored or Featured. The Trusted Dealer badge is earned under the rulebook and is never sold.

| | |
|---|---|
| **Initials of authorized signer** | |